

# The National Underwriter

## LIFE INSURANCE EDITION

FRIDAY, JANUARY 18, 1929

### An Outstanding Year's Record

#### New Business Paid For

1928 .....	\$329,854,390.00
1927 .....	204,763,512.00

Gain for year ...\$125,090,878.00

#### Policies Issued

1928 .....	67,094
1927 .....	59,026

Increase ..... 8,068

Insurance in Force  
December 31, 1928  
\$1,195,000,000.00

THE year 1928 just closed marks an epochal period in the history of the Missouri State Life Insurance Company. It has been a year of outstanding growth and expansion, placing the company in the front rank among the leading life insurance companies of America.

With nearly One Billion, Two Hundred Million Dollars of life insurance in force, covering more than 600,000 lives, the Missouri State Life is today the largest life insurance company West of the Mississippi River and ranks 14th among the more than 350 Legal Reserve Life companies of the United States.

This rapid growth and expansion of the Missouri State Life is the result of definite and calculated forces. It is due primarily to intrinsic rightness of policy and practice, and as well to the deep personal interest and untiring efforts of its Board of Directors, composed of some of the country's greatest leaders in commerce, finance and industry.

This splendid record of achievement contributes a firm foundation for the company's present position and is both an inspiration and a guarantee for its future development. It is truly The Progressive Company.

## MISSOURI STATE LIFE INSURANCE COMPANY

Hillsman Taylor, *President*

Home Office, St. Louis

LIFE - - ACCIDENT - - HEALTH - - GROUP

# Keeping the New Year Free From Errors

You may be finding it a hard thing to do, this matter of keeping 1929's pages fair and free from blunders. This year's decisions you wanted to be wise ones.

If choosing a company is one of the decisions you must make now, there'll be no regrets if you decide on one that helps its agents in every possible way.

The Springfield Life offers real cooperation to every agent who casts his lot with us. You will receive help in finding prospects, and you will have an interesting range of policies to cover the needs of prospects and to help make them your clients.

Write us if you are ready to begin work as a life underwriter. We want to tell you about our service.

*"Serve and Succeed with The Springfield Life"*

## SPRINGFIELD LIFE INSURANCE COMPANY

Home Office: SPRINGFIELD, ILLINOIS



## Jackson or Hattiesburg in Mississippi

An attractive General Agency opportunity will be open in each of the above places early in 1929 for the right men.

The Company—\$160,000,000 of Insurance in Force—  
Assets \$18,000,000 — purely mutual — growing — and  
having the most definite aids for selection, education  
training and supervision of agents.

=====WRITE=====

## THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Saint Paul, Minnesota

# 4 General Agents 4

for

## Sioux City Cedar Rapids Des Moines Iowa Davenport

by

### Established Aggressive Life Insurance Company

*More than \$5,000,000.00 business in force in state*

## 4 "Going" Successful Men Are Sought

Give full particulars of past and present connections  
All communications will be treated as confidential

Address H-19 care The National Underwriter

## Pan-American Life Review

Published Every Month in the Interest of the  
Field Organization of the  
**PAN-AMERICAN LIFE INSURANCE COMPANY**  
CRAWFORD H. ELLIS, President  
E. G. SIMMONS, Vice President and General Manager

January, 1929

### On to New Orleans

The Plans for the Pan-American Life Big Home-Coming Convention to be held in New Orleans on January 30th, 31st and February 1st, are rapidly maturing and we believe we are safe in saying that the 1929 Convention will be "The best yet." No doubt many who attended the meeting at French Lick will wonder how it is possible to have a better Convention than the one held last year, but we are content to wait and let the convention speak for itself. One of the most enjoyable features of the Convention will be the luxurious comfort afforded by the official headquarters—The Jung Hotel. Here you will find every modern convenience—comfortable airy bedrooms, beautifully appointed dining rooms, the most unique roof garden in all the South, a world famous chef—everything designed to make your visit to America's Most Interesting City a trip you can never forget.

### It'll Be a Feather in Your Cap

There will be four delegates at the Pan-American Convention who will be given signal recognition by the Company's Big Four—Crawford H. Ellis, President; E. G. Simmons, Vice President and General Manager; Eugene J. McGivney, Vice President and General Counsel; or Dr. Marion Souchon, Vice President and Medical Director. Here's how they will be selected: The Agent who writes the largest volume of business; the agent who insures the greatest number of lives; the agent who writes the largest volume of premiums; the General Agent whose agency writes the largest volume of business.

Examined applications received in the Home Office between January 2nd and the opening morning of the Convention, 10 a. m., January 30th, will count in deciding the Pan-American Honor Men. Each \$20.00 of Accident and Health premiums

will count as \$1,000 of Life Insurance in determining volume.

Each Honor Man will be delegated to one of the Company's Big Four, each one of whom will act as guardian, personal entertainer and official bodyguard to his particular Honor Man during the entire Convention.

The New Year opens up bright with promise. Your success in 1929 will be largely determined by the success you make right at the beginning of the year. It'll be a feather in your cap to be an Honor Man.

### Insurance Agents Are Dinner Guests

At a luncheon given by W. G. Townsend, Supervisor of the Pan-American Life Insurance Company to his agency at the Murson Hotel the following agents were present: Mrs. Irene G. Wolff, Mrs. Olive Echols, Edwin E. Cowart, H. B. Stone, L. T. Anderson, J. L. Shelton and Dr. B. R. Russell, medical examiner. Visiting guests were: C. L. Patterson, of Douglas, and Oza Davis, city editor of the Waycross Georgian.

Mr. Townsend introduced Dr. B. R. Russell, who gave an interesting talk on "The Care and Selection of Risks."

This was followed by Edwin E. Cowart, formerly of Atlanta, who gave a short talk on the "Methods of Securing Settlements with Applications."

L. T. Anderson, Waycross, gave some good points on "Systematic Selling of Insurance."

Miss Ives Yawn, secretary to Mr. Townsend, talked on how to correctly answer each question on the application blank. Oza Davis, city editor of the Waycross Georgian, gave "An Outsider's Views of Life Insurance."

Mr. Townsend presided at the luncheon and talked on the building of an agency force. He expressed his thanks to his

## PAN-AMERICAN LIFE REVIEW

agency force for their co-operation in the year of 1928 and for the volume of business they have produced. The agency pledged themselves to build up a million dollar agency in the year 1929.

This was followed by a five-course luncheon.

### New Appointment

We are very glad to announce the appointment of Captain Lacey Edmundson as the Company's Manager of the Birmingham Branch. Captain Edmundson saw active service during the World War and made a very brilliant record for himself. For the past several years, Captain Edmundson has held the position of President of the Board of Revenue for Jefferson County, Alabama. With his wide circle of friends and acquaintances and his forceful personality, we can predict a brilliant future for him in his new undertaking.

### New Orleans Agency Contest

At the recent meeting of the New Orleans App-A-Week Club, Mr. F. S. Fiasconaro discovered that there were nine members of the agency who lived uptown and nine members of the agency who lived downtown.

In line with this discovery a snappy contest was proposed pitting the Downtowners against the Uptowners during the month of November. The contest was based on the number of applications written by each team and was to wind up on December 1st with a luncheon, at which the winners were to eat chicken and the losers, sitting opposite would eat red beans and rice. A prize of \$150 was offered to the winning team to be divided among the members in proportion to the number of applications submitted.

On the last day of the contest everyone was on his toes and excitement waxed high. Five minutes before the closing time the Uptowners were in the lead but the Downtowners rushed in at the last minute with thirty-five applications which brought their score up to 95 as against 79. Mr. F. S. Fiasconaro was the leader of the winning team with twenty applications. Mr. J. T. Leonhard, although a member on the losing team, is to be commended for his 17½ applications.

The luncheon was held Monday, December 3rd, at the New Jung Hotel. The table was decorated with a beautiful basket of roses, which was presented to Miss B. B. Macfarlane. The members on the winning team were presented with a red carnation boutonniere and the members on the losing team with a pink carnation boutonniere. At the beginning of the contest Dr. E. G. Simmons, Vice-president and General Manager, and Dr. Marion Souchon, Vice-president and Medical Director, allied themselves with the losing team and elected to eat red beans and rice at the time of the dinner. President Ellis and Mr. Eugene J. McGivney, Vice-president and General Counsel sided with the winners. Other guests at the luncheon were Dr. Reynold C. Voss, Dr. Edmond Souchon, and Dr. Mouldous.

### Insurance Booth

One of the attractive features of the recent Annual Autumn Exposition held in Hattiesburg, Miss., was the Pan-American Life Insurance Booth conducted by Mrs. Pearl Cadenhead.

The keynote of the booth was the Child's Educational Endowment Policy. Mrs. Cadenhead had the booth fixed to represent a living room, and used for decorations the pictures of the children of prominent families in Hattiesburg to whom she had sold this policy. Great interest was displayed in a guessing contest which was carried on for the purpose of securing names of prospects.

### Pan-American Service

Educational Course.  
Sales Planning Department.  
Unexcelled Life Policies.  
Child's Educational Endowment.  
Combination Life, Accident and Health Policy.

Substandard Insurance for Under-Average Lives.

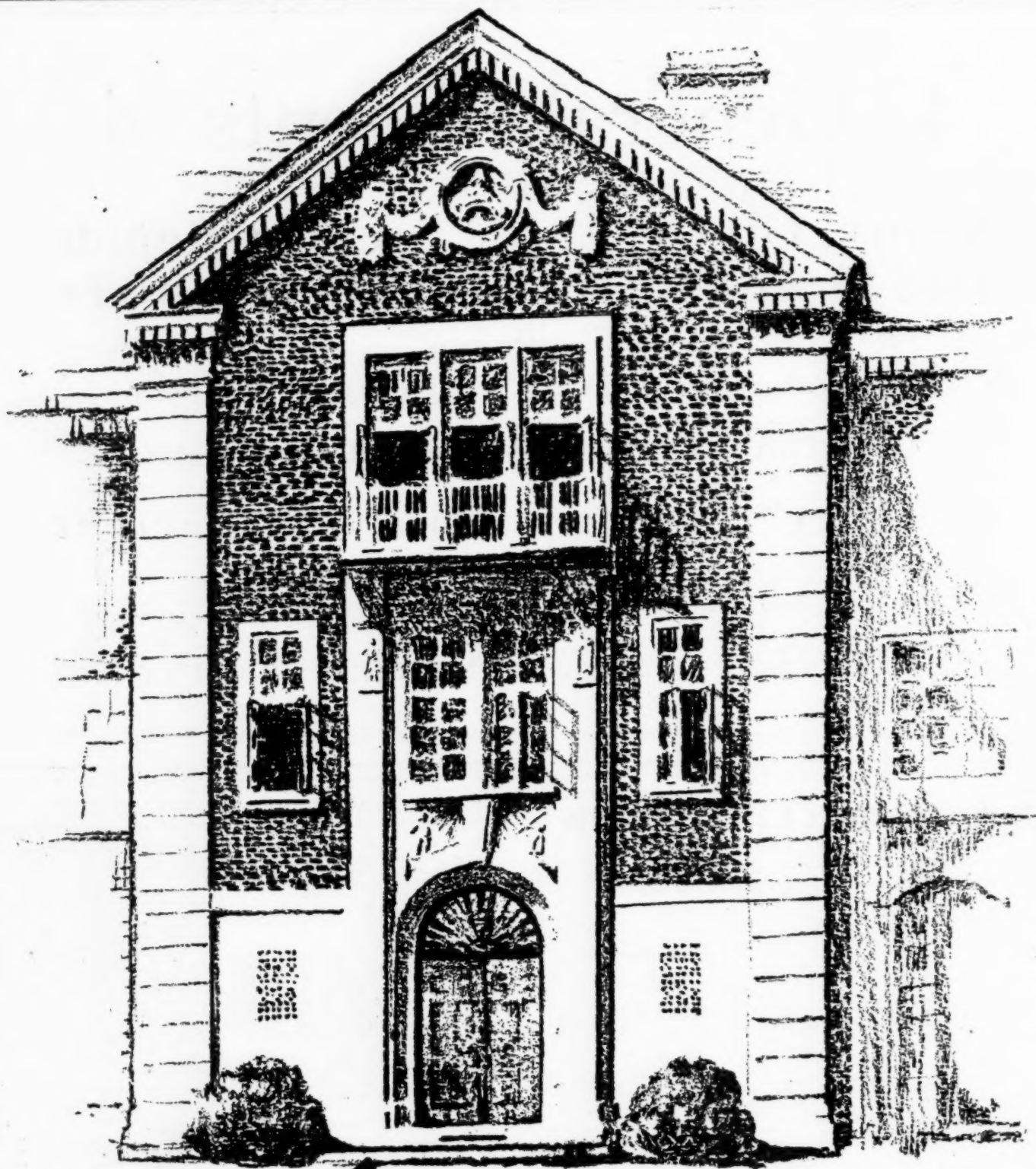
Group Insurance.  
All forms of Accident and Health Insurance.

We have a few general agency openings for men who measure up to Pan-American ideals. For information write to

E. G. SIMMONS  
Vice-President and General Manager

THIS IS A MINIATURE COPY OF THE REGULAR PAN-AMERICAN REVIEW.





### CONSIDERING TENNESSEE?

At this particular time, we have special opportunities for life underwriters of ability in Tennessee territory.

Consider the wealth of this field, as disclosed in the 1928 Reference Number of Sales Management.

Wealth by manufacture.....	\$219,524,264
Mined and fishery products....	9,711,000
Crops .....	171,878,708
Live Stock Products.....	87,903,389
Total County Wealth factors....	489,017,361
Bank Deposits .....	429,228,510

If you are interested in Pilot Life's opportunities for you in Tennessee, advise us.

There has been a definite, favorable reaction all along the line as the result of our entry into our modern, well-equipped Home Office plant.

At the Home Office this has been translated into greater efficiency, resulting in better service to our agents and their policyholders.

In the field, the general morale of Pilot's agents has naturally been heightened. The public has reacted most favorably, and the results are shown in unmistakable terms.

It is the psychological time to consider a Pilot General Agency contract. Write to us for details and particulars regarding special territory available.

## PILOT LIFE INSURANCE COMPANY

GREENSBORO, N. C.

A. W. McALISTER, President

T. D. BLAIR, Agency Manager



# The National Underwriter

## LIFE INSURANCE EDITION

Thirty-Third Year No. 3

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JANUARY 18, 1929

\$3.00 Per Year, 15 Cents a Copy

### MEDICAL EXAMINERS FORM OWN COMPANY

Will Relegate Agents to Second  
Place in Point of Com-  
pensation

### IS STARTING AT SPOKANE

Organizers Set Out a Creed and Give  
Reasons Why the Institution  
Is Being Projected

SPOKANE, WASH., Jan. 17.—What is called the "Creed" of the new physicians' life company, American Medical Life Associates, has just been put out to the public in the form of a small pamphlet. On the front of the pamphlet at the top in large type are the words, "Just what the doctor ordered," then "American Medical Life," below which about the center of the page is a red heart with a pair of scales and the words, "Life insurance with a heart and a conscience." Below it reads, "Policies the widow and orphan can read and appreciate," and at the bottom, "Prescribe life insurance in the doctor's own company."

#### Psychological Development

On the back it reads, "A psychological development—the life insurance company with humanitarian vision, scientific service and a modernized and simplified life insurance policy." Dr. H. P. Marshall is president.

Inside at the top in red type, "THE CREED," then in bold black type, "American Life Medical Associates," after which in ordinary type is printed: "The American Medical Life Associates wish to convey this important message to you."

"This is an incorporated association composed principally of medical men who are interested in old line life insurance, life insurance examinations and in the formation of a doctors' national life company, which is being done."

#### Seven Cardinal Features

"Its generative functions and its business objects are original with it, and noteworthy, because of their important and substantial value. Accordingly, we herewith present a few of the characteristic aims and purposes of the remarkable underlying plan."

"The seven cardinal features embraced in this movement are:

"1. To modernize and to simplify the life insurance contract. Our policy contract will be such as can be read, understandingly, by widows and orphans, without the necessity for interpretation by experts."

"2. To write no 'group insurance' or 'non-medical insurance' on any life. The medical examination will be the basis of all life insurance contracts."

#### Medical Examiners Favored

"3. To accord medical examiners consistent and reasonable pay for their serv-

### STEPHEN IRELAND IS MADE VICE PRESIDENT

PROMOTED BY STATE MUTUAL

Well Known Agency Leader Has Had  
a Broad and Enlightening Experi-  
ence in Life Insurance

WORCESTER, MASS., Jan. 17.—At a meeting of the board, Stephen Ireland, for the past 12 years superintendent of agencies of the State Mutual Life, has been elected vice-president. Mr. Ireland has been connected with the company for 26 years, first in the Boston office as clerk, cashier and in a supervisory agency capacity for five years. In 1908 he was transferred to the home office and had experience in various departments during which time he was traveling auditor and later was promoted to head policy and conservation departments. He comes to the position of vice-president after wide experience in field and home office work. In addition to his duties as vice-president he will continue in charge of agency department, having the title of vice-president and superintendent of agencies.

ices. In other words, the compensation of the medical examiner will have first consideration and the compensation of the agent will be a secondary condition.

"4. The field sales-representatives of this company will function for, and with, the medical examiner, under his immediate direction, coordinately, instead of as hitherto and with other life companies."

"5. This institution has adopted the expression 'Life insurance with a heart and conscience' and will consistently endeavor to merit the use of it in its practices. This institution is humanitarian in its vision and expects to provide its policyholders with a paternal care not common to the practices of life companies."

In carrying out this dictum, this company will develop and operate an extension department as a remedial factor conducive to producing greater longevity among its policyholders.

#### Periodical Investigations

"A working plan is being developed and perfected by which our individual policyholders, may, through our members, avail themselves of periodical tests and examinations. Thereby, through the use of modern scientific precautionary measures, an improved hygienic or physical condition may be produced, and, if possible, the life of the individual materially extended."

#### Business Friendliness

"6. The characteristic institutional feeling and spirit, toward its policyholders, will be one of modern business friendliness. It is not the purpose of this company to operate as an institution of revolutionary attitude, but as one of progressive and remedial attitude."

"7. In conclusion, the greater purpose of the founders of this institution is to place its members, the medical examiners, in a position where they may be able to conscientiously prescribe the 'taking of life insurance in their own company'—the American Medical Life."

### MONK MADE COUNSEL OF MASSACHUSETTS MUTUAL

SUCCEEDS F. G. HODSKINS

Former Insurance Commissioner, Who  
Resigned Over Automobile Rate  
Dispute, Takes Position Feb. 1

BOSTON, Jan. 17.—Wesley E. Monk, who resigned as commissioner of insurance of Massachusetts last September as a result of opposition of Governor Fuller and others to the promulgation of new automobile liability insurance rates for 1929, has been made general counsel of the Massachusetts Mutual Life and will enter into the duties of that office on Feb. 1. He succeeds the late Frank G. Hodskins, who died recently.

Mr. Monk is a graduate of Brown University and is a member of the Mas-



WESLEY E. MONK

sachusetts bar. He has served with distinction in both branches of the Massachusetts legislature and in both bodies was an outstanding figure during his service. He was serving his second term as insurance commissioner when he resigned. In the town of Watertown, where he has resided for many years, he has served as moderator, selectman and town counsel and is now town meeting member from his precinct. His family has been most active in the First Unitarian parish and many local organizations.

Mr. Monk will move his family to Springfield the present month and make that city his future home.

#### Will Have Pension Bill

In its report submitted to the New Jersey legislature the commission on old-age insurance and pensions promised to present a bill embodying its views within a short time, and will urge its enactment into law. The commission offers that the number of dependent persons in the state 65 years or over, is not large and a fund for their maintenance could be afforded by the commonwealth.

### CONWAY PRESIDES AT SECTION 97 HEARING

Linton Says New Amendment  
Would Not Affect Agency  
Contracts

### MYRICK GIVES OPINIONS

No Relation Between Company Gross  
Premiums and Cost to Policyhold-  
ers, Declares Woodward

NEW YORK, Jan. 17.—A public hearing called for the purpose of ironing out seeming difficulties in proposed amendments to Section 97 was held Monday afternoon in offices of the New York insurance department with Albert Conway, the new commissioner, presiding.

Mr. Conway made a search into the realms of the many minds that are showing both opposition and favor to the proposed amendments. Not content with indefinite answers, he questioned each company and life underwriter willing to talk on the subject, pressing them to lay down fundamental reasons for their views.

#### Linton Reviews Situation

M. Albert Linton, vice-president Provident Mutual Life, who has headed the committee of actuaries favoring the proposed amendment, for the benefit of those attending the hearing and for Mr. Conway, who admits he isn't conversant with the proposed changes, gave a brief review of the situation, emphatically stating that his committee was not responsible for originating or initiating this movement for a change in legislation. The substance of the proposed changes, he says, is a more adequate control of present day acquisition costs which are not controlled by the present law, such as agency expenses. Under the present law, he said, the small life insurance company is affected. In drafting the proposal, he added, the committee had its eye on the field and the 55 percent commission as fixed in the new amendment would not affect agency contracts.

#### Period of Transition

He pointed to the transition period through which many companies are passing, namely, that of changing from general agencies to branch offices where more of a margin in first year expenses is needed and absolutely necessary. The fear that this will be a rate cutting war is unjust, Mr. Linton said.

Mr. Conway then called upon representatives of companies to express their opinions on the proposed changes. With one exception every company represented either favored the passing of the new law or was noncommittal, wishing to straddle the fence rather than seem to urge or oppose the changes.

The one instance, wherein a company was not definitely in favor of the pro-

(CONTINUED ON PAGE 24)

## MISSOURI STATE LIFE HAS MANAGERS' MEETING

### AGENCY BUILDING IS THEME

Separate Sessions Given Over to Seeking and Selecting Men, Training Men and Supervision

ST. LOUIS, Jan. 17. — A managers and general agents meeting was held by the Missouri State Life at its home office here, some 60 branch office managers and prominent general agents attending. The theme of the gathering was "Agency Building."

Each day was set aside for a particular phase of agency building: (1) Seeking and Selecting Men, (2) Training Men, and (3) Supervision.

President Hillsman Taylor, who spoke on "Our Problem—Agency Building" at the opening session, and other officials of the company stressed that what is most desired is "better agents" and the managers and general agents were told to give more thought to developing agents already with the company rather than devote their entire time to selecting new men.

#### Addresses on Program

Other addresses on the program included:

"Our Expectations and Plans," John J. Moriarty, vice-president.

"Seeking and Selecting New Men," Miles W. Heitzberg, assistant to the president.

"My Method of Seeking and Selecting the New Man," J. Carter Witt, Des Moines, manager, and E. B. Thurman, Chicago, branch manager.

"Equipping One's Self to Satisfactorily Describe the Business of Life Insurance to the New Man," Henry Reichgott, vice-president.

"My Method of Describing and Selling the Job to the New Man," H. H. Bell, Pittsburgh; Roy Denny, Los Angeles, and W. R. Robinson, Philadelphia.

#### Training and Supervision

"Training and Supervision of the New Man," Pearce H. Young, agency instructor.

"My Method of Training and Supervising the New Man," Ed Burke, St. Louis; Ricks Strong, Memphis, Tenn., and P. E. Mouton, New Orleans.

"Organizing an Agency Manager's Time," John J. Moriarty, vice-president.

"Division of My Time Used in Seeking, Selecting and Working With New Men," Herbert C. Lorick, Augusta, Ga.; Harry Montgomery, Seattle, Wash., and Stanley Randolph, San Francisco.

The meeting closed with an informal discussion, in which each manager and general agent was given an opportunity to discuss the problems he meets in agency building and to learn how the other man is meeting the same difficulties. The discussion was led by Horace H. Bell, manager of the Pittsburgh branch office, and president of the Quarter Million Club.

### Old Colony Deal Still Pending

Negotiations for realignment of personnel and financial structure of the Old Colony Life of Chicago, which have been under way for several weeks, have not yet been concluded. A group of St. Louis financiers and industrial men have been interested in the company to the extent that they may put about \$600,000 into it and place eight of their number on the board of directors. The illness of several of the St. Louis group has delayed negotiations, and it is not at present predictable when the deal may be closed, nor even if it will be closed at all under the current plan. Officials of the company are desirous of rehabilitating it rather than of selling it, and believe some satisfactory plan will be found.

## PEORIA LIFE DISTRICT, STATE MANAGERS MEET

### SESSIONS LAST FOUR DAYS

Five General Topics Are Discussed—President Emmet C. May Closes Convention

The state and district managers of the Peoria Life held their annual conference at the home office on January 8-11. Vice-President Walter E. May presided as chairman. Sixty managers and field supervisors were present, representing every section of the country. It was recalled that only a few years ago it was possible for the entire agency force to gather for the annual meetings at the beginning of the year, which were completed in a single day. Now the managers alone make up a considerable group, and four days is not too long a period in which to cover the company's plans for the coming year. Immediately following adjournment, the managers dispersed to their various territories to hold local agency meetings in which the material of the home office conference was transmitted to the entire field organization.

Five general topics served as an outline of the conference program: "Increasing Manpower," "Increasing the Size of the Policy," "The Job of Manager," "Policyholders — Our Greatest Asset," "Union of the Home Office and the Field." Under the last named topic, department managers of the home office discussed the operation of their departments with the view to securing closer and more effective cooperation with the agency organization.

#### President Reviews Year

President Emmet C. May reviewed the progress of the Peoria Life in 1928, which was a year of substantial growth in the history of the company. The record of each agency was analyzed and discussed. President May announced that no extension of territory is contemplated for 1929, but rather more intensive development of the field already occupied.

Always of interest at Peoria Life conferences is the awarding of the trophies for superior records. The home office agency, R. L. Latta, manager, received the president's cup for the highest quota of written business. P. H. Huffstetler of the Springfield, Ill., agency, took the service trophy for the highest percentage of renewals, and the Nebraska agency, W. H. Logan, manager, won the conservation trophy for the highest renewal of second year business.

#### Visiting Managers Entertained

The visiting managers were guests of the home office employees Tuesday evening at a dinner, and were afterwards entertained by a comedy revue written by Vice-President May, the cast being composed of employees. The following evening the officers of the company were hosts at a banquet in honor of the men attending the conference.

The sessions closed with an address by President May on "Essentials of Agency Progress." Mr. May summarized the results of the conference, predicting that its effect would be more noticeable in a practical way than any similar meeting ever held by the company. Special emphasis is to be placed this year on maintaining complete records, increasing the average size policy and average premium, and on service to policyholders, which has always been a major issue with the Peoria Life.

#### Merchants Life's Records Moved

The Merchants Life of Des Moines has moved its records to Fort Wayne, Ind., where they were turned over to the Lincoln National Life, which recently bought control of the Merchants. Four freight cars were required to transport the records and equipment.

## ONLY GOOD PRODUCERS SHOULD SELL TRUSTS

### DETROIT ASSOCIATION MEETS

Not More Than Eighth of Life Agents Will Find the Use Profitable

DETROIT, Mich., Jan. 17. — Not more than an eighth of all life insurance agents will find it profitable to use the insurance trust approach in soliciting prospects, warned Walter Tresckow of the Central Union Trust Company, New York, speaking before the Detroit Life Underwriters Association luncheon. But that eighth, added Mr. Tresckow, that little clique of high producers, of able and frequently brilliant men, will find in it "the grandest improvement in selling life insurance in 10 years."

"These low cost producers who turn in half your business," said Mr. Tresckow, "present the real test of your managerial skill. It is in this group that the greatest possibilities for the use of the trust approach exist. It serves as a means to reawaken the interest of the man who has gone stale, and it serves to increase his production, provided he has learned how to use it without wasting his time. It is understood that these men know the life insurance business and know it well before they take up the trust company angle."

#### Discourage Poor Producers

For the rest of the agency force, the seven-eighths who produce the least and whose production is the most expensive, Mr. Tresckow recommended they be taught to utilize the insurance trust without expending any great amount of time of their own. "If I were an agency manager," he said, "I would by all means discourage that type of man attempting to talk insurance trust—because the best means of increasing the production of these men is for them to learn their own business and utilize the very effective means of selling life insurance that have been developed."

When such men find trust insurance prospects, he would have them refer the names to a trust company. By this procedure they would gain the resulting business and save their own time.

Mr. Tresckow was formerly with the Security Trust Company in Detroit, now the Detroit & Security Trust, but he is now in charge of the development work for the Central Union Trust Company. Edwin Baker, general agent of the Aetna Life in Detroit, presided at the meeting.

#### Minnesota Insurance Directory

THE NATIONAL UNDERWRITER has just issued its new insurance directory of Minnesota giving full, concise information regarding insurance features of the state. These state directories are of particular interest to anyone that has insurance dealings with agents in a state because of the comprehensive information that is given. The company directory is up to date and complete. In each town and city, the agents are enumerated with the companies they represent. The premiums and losses for the last two years are given. Minnesota is an important insurance state and THE NATIONAL UNDERWRITER Hand-Book reflects its leadership.

#### Stevenson Joins Home Office Staff

F. J. Stevenson, assistant manager of the Edward A. Woods agency of the Equitable of New York, joins the home office staff. Mr. Stevenson has been in active charge of agency planning and head of the educational department of the Woods Company and is eminently fitted for his new work, which will be that of agency instructor in the department of training under the direction of Second Vice-president Borden.

## SERVICE CAN BE HAD ON COMMISSIONER

### SUIT ON AN OUTSIDE CASE

Minnesota Supreme Court Rule Does Not Apply Alone to Residents or State Transactions

The Minnesota supreme court has reversed an order of the Hennepin county district court in the case of L. Enger, a resident of Illinois, who filed suit to recover on a policy of life insurance issued in North Dakota by the Midland National Life of Watertown. The district court set aside the service of the summons on the Minnesota insurance commissioner and the plaintiff appealed. The Minnesota supreme court ruled that where an insurance company located outside of Minnesota but doing business in the state has designated the state insurance commissioner as an agent or attorney on whom processes can be served, service is not limited to actions which arise out of business transacted in the state or with residents.

#### Dissenting Opinion Given

Supreme Court Justice Stone gave a dissenting opinion, the substance as follows:

"I recognize the strength given the argument of the majority opinion by the traditional hospitality extended by Minnesota legislation and decision to transitory actions of foreign origin. In Davis vs. Farmers Coop. Equity Co., 262 U. S. 312, 67 L. ed. 996, we found that our legislation had gone to an extent prohibited by the constitution of the United States. The opinion of the majority seems to oppose the settled opinion of the Supreme Court of the United States, and in my judgment, pushes the scope of the statute beyond anything intended by its authors."

The respondent relied upon the Missouri case, State ex rel American Central Life vs. Landwehr, (Mo.) 300 S.W. 294; the Arkansas case, National Liberty vs. Trattner, 173 Ark. 480, and a number of cases, including a recent case in Vermont, Sawyer vs. North American Life, 46 Vt. 697.

The defendant and respondent intend to ask for a rehearing, and if not granted to get a writ from the United States Supreme Court for review of the decision.

#### Railroads in Similar Plight

For many years the railroads have been confronted with a similar situation in Minnesota and it has cost them hundreds of thousands of dollars. Because Minnesota juries have gained a reputation for rendering large personal injury verdicts against railroads, hundreds of such cases have been imported from other states simply because the railroad named did business in Minnesota and therefore was subject to court action there even though the plaintiff lived in another state and the accident happened in another state. The railroads have tried in vain to correct this situation.

#### Penn Mutual Promotes Huttinger

E. Paul Huttinger was made assistant to the vice-president at a meeting of the Penn Mutual Life Monday. Mr. Huttinger has had many years experience with the company and has a national reputation as a tax expert. He is a member of the Philadelphia bar and did research work for the "man power" expansion program, and formulated it in association with Vice-President Hugh D. Hart. Mr. Huttinger will continue in the agency development work of the Penn Mutual.

#### Midland Mutual Convention

The annual agency convention of the Midland Mutual Life of Columbus, O., will be held in its home city, Feb. 5-6. Agents from ten states will attend.



## EARLY REPORTS SHOW COMPANIES PROSPERED

Statements Reveal Many Excellent Gains in Insurance in Force

## ASSETS ARE INCREASED

New York Life Nears Seven Billion Dollar Mark in Insurance in Force

New York Life's new paid insurance in 1928 amounted to \$909,000,000, covering 301,176 policies. The total outstanding insurance in force is now more than \$6,750,000,000.

In death losses on the lives of 13,421 policyholders the New York Life in 1928 paid \$55,216,010, including \$2,446,633 double indemnity for the accidental death of 609 policyholders. In maturing policies and other cash benefits to living policyholders it paid \$101,249,847, of which amount policyholders received \$58,655,967 in dividends.

During the same period New York Life loaned at interest direct to policyholders on the sole security of their policies and without fee or other charge nearly \$53,000,000.

### Home Life of New York

The Home Life of New York reports by far the most successful year in its existence. New business increased 20 percent from \$45,224,354 to \$54,432,092. This increase, as well as many other features of the company's progress, is accounted for partly by the introduction of the new preferred whole life plan of underwriting, partly by the aggressive development of new agencies and the progress of older agencies. During the year which was the first full year of the preferred whole life plan 58 percent of the total business was written on this plan.

One of the outstanding features of the year's transactions was the reduction in the amount of term insurance written. During 1927 approximately 20 percent of the business was on the term plan, while in 1928 it was only 8 percent.

Another outstanding feature of the year's development was the large increase in the average sized policy. The average sized policy in 1927 was \$3,597, while in 1928 it was \$4,933. The ratio of actual to expected mortality for the year was 52.1 percent, which is a reduction of 2.7 percent over the preceding year. A substantial gain was recorded in surplus as well as in business in force. The company ends the year with approximately \$350,000,000 of business in force and approximately \$67,200,000 of total assets.

The new business of the Victory Life of Chicago last year was \$3,918,900, an increase of \$3,766,086. It now has \$11,758,834 in force.

### Cost Companies' Figures

The Occidental Life's new business in 1928 amounted to \$28,726,480, an increase of 24.6 percent over the \$23,055,479 reported in 1927. December sales amounted to \$2,431,107, an increase of 8 percent over the same month of the previous year. R. J. Giles, secretary and general manager, predicted that the Occidental Life would cross the \$30,000,000 mark in new business during 1929.

The Montana Life reports a good year in 1928. It issued \$11,717,666 in new business which gave it \$52,109,403 in insurance in force on Dec. 31. This is a gain of 6.4 percent over that of the previous year.

The National Fidelity Life had the biggest year in its history, writing

## CONNECTICUT GENERAL HOLDING CONFERENCE

W. I. KING IN THE CHAIR

General Agents and Managers Discussed the Program to Be Followed During the Year

HARTFORD, CONN., Jan. 17.—General agents and branch managers of the Connecticut General Life met at the home office this week. Business meetings were presided over by Vice-President Walter I. King, who is head of the production and agency department. President R. W. Huntington gave the address of welcome. Vice-President Bulkley outlined the program for the life department for this year and Secretary Frazer B. Wilde discussed accident insurance, laying special stress on the lines the company will follow during the year. Assistant Secretary Goodwin explained the changes in the new classification manual as they apply to the company's accident and health business.

Comptroller George W. Skilton gave an account of recent improvements in agency accounting. A. P. Woodward of New York and H. E. Barlow of Springfield, Mass., commented upon the effect of these changes in the operation of their agencies. Secretary Wilde and Assistant Secretary Howard R. Hill spoke on group insurance. Wednesday was devoted to talks on agency building and the Connecticut General's program at large for 1929. This feature was taken up extensively by Vice-President King. Educational Director L. B. Hendershot spoke on the use of the educational material that is now being supplied.

\$10,248,000 of life insurance in 1928 or more than a 40 percent increase over the previous year. It now has \$33,190,000 of insurance in force. The company has had a consistent mortality for the past five years of 25 percent of the expectancy with a 2 percent rejection average.

The Associated Life of California wrote \$3,629,000 of new business during 1928. It ended 1928 which was its first year in operation on a legal reserve basis, with \$4,106,000 in force which is a net increase of \$2,859,500 over the figure on Dec. 31, 1927. The premium income on the Associated Life's accident and health business was \$248,180. President Andrew Silvers expressed satisfaction over the showing.

The Columbus Mutual Life wrote \$20,436,194 of new paid business in 1928. It made a gain in insurance in force of \$11,229,507 which raised the total in force to \$113,720,303. The Columbus Mutual's assets are now listed at \$14,306,857. The company had total premium income in 1928 of \$3,767,034.

### Provident Mutual

The Provident Mutual Life in its annual statement shows new business \$126,852,180, insurance in force \$923,345,000 premiums, \$32,189,256, interest \$10,242,872, dividends paid policyholders last year \$6,558,402, total paid policyholders during the year \$22,059,619, assets \$219,645,110, surplus \$9,350,185, total paid policyholders since organization \$329,675,371.

The Amicable Life of Waco, Tex., shows new business written last year \$11,470,983, increase 14 percent, insurance in force \$49,183,469, increase \$5,000,000, assets \$7,627,993, increase \$535,000. The goal for new business this year is \$19,000,000.

The Register Life of Davenport wrote \$5,388,201 new business in 1928, which was one of the best years ever experienced by the company. This was an increase of 8.9 percent over the figure for 1927. The company's mortality was 34 percent.

The annual statement of the Guar-

## EAGLE NATIONAL LIFE STARTED AT DECATUR

L. C. SMITH IS PRESIDENT

George Kabureck, Secretary, Has Had a Wide Experience in Life Insurance in Many Capacities

The Eagle National Life of Decatur, Ill., with headquarters in the Citizens Bank building, was organized Dec. 7 last, and received its license Jan. 7. L. C. Smith, the president, for many years was a banker in Kansas City, being formerly president of the Commonwealth National Bank in that city. He was a large stockholder in the Kansas City Life. George Kabureck, the secretary and treasurer, for more than 20 years has been in the life insurance business in Springfield, Ill. He started as an agent of the Metropolitan Life. In 1907 he was appointed Illinois state manager for the National Protective Life, a New York company. He was made a member of the board of directors. In 1911 he was elected first vice-president and continued to have charge of the field. He maintained his offices in Springfield until March, 1926. He was the main factor in organizing the Citizens National Life of East St. Louis, Ill., that was licensed June 8, 1927. He was secretary and general manager. He sold his holdings, resigning his position last November and since then has been instrumental in organizing the Eagle National Life.

William A. Kabureck, the vice-president, is connected with the Illinois Glass Company as department head. Donald F. Campbell of Chicago is actuary. L. C. Smith and George Kabureck will be the active heads of the company. They have had a number of years' experience in the field and in office work. The company now has an organization of 20 men and will complete the writing of its first \$1,000,000 business Feb. 1. It started with applications in excess of \$500,000.

### Detroit Life Men Off for Cuba

A special car containing a party of 19 guests of the Detroit Life leaves Detroit Friday for the three-day convention in Havana of the \$250,000 Club. Nine of the company's representatives are members of the club this year. Louis Norman, with a total of \$619,000, is president.

Formation of a \$150,000 Club to replace the old \$100,000 Club is announced by the Detroit Life. It starts off the year with eight members, headed by D. L. Tickton of Detroit as president, and Louis C. Reul of Grand Rapids as vice president. A convention of the club will be held in Detroit February 26-27.

### Wants Life Running Mate

The Union Indemnity of New Orleans through its holding company, the Insurance Securities Company, has been planning for some time to organize or purchase a life insurance company to be a running mate to the Union Indemnity fleet. An effort was made recently to purchase a Chicago company but complications arose which finally diverted further negotiations from that course. The Union Indemnity feels the desirability of having a full rounded organization to write all kinds of insurance.

Life of Davenport showed nearly \$50,000,000 insurance in force and gross assets of \$5,107,677. L. J. Dougherty, vice-president and general manager, in his recapitulation of the 1928 statement showed paid-for new business during the year of \$12,195,595 and an increase in assets of \$493,552. Inauguration of a new premium-paying privilege makes possible monthly quarterly, semi-annual or annual payments.

## MINNESOTA MUTUAL MEN IN CONVENTION

Hold Their Meeting Where Air Is Fragrant with Rose Blossoms

S. R. WEEMS CHAIRMAN

Practical Selling Plans Were Discussed in Order to Stimulate Agents to Greater Production

### BY JOHN F. WOHLGEMUTH

BILOXI, MISS., Jan. 17.—Having left behind them a blizzard which was sweeping the northwest, the delegates to the twelfth agency convention of the Minnesota Mutual Life stepped off their special train Sunday into brilliant sunshine under a perfect sky and drove along the sea wall bordering the blue waters of the Gulf of Mexico to the Buena Vista hotel here, where the sessions end today. Poinsettias, roses, narcissi and other flowers are in bloom in this ancient capital of the French.

### Practical Selling Plans

The sessions are held in a sun room on a pier built over the beach, with the tide lapping below. Like all Minnesota Mutual conventions they are strongly educational and move like clockwork under the management of Vice-President O. J. Lacy. The first two days dealt with practical selling material for agents and general agents. Wednesday the agents were free, most of them departing in the evening for their homes, but the general agents began an intensive study of agency training methods under the leadership of John Marshall Holcombe of the Life Insurance Sales Research Bureau. The general agents' sessions continued today, both morning and afternoon, with H. G. Kenagy of the Bureau substituting for Mr. Holcombe, who was unable to stay over. Many of those here will return by way of New Orleans.

### Home Office Men Present

Company officials present are E. W. Randall, recently made chairman of the board; T. A. Phillips, who has been advanced to the presidency; Vice-President O. J. Lacy; H. W. Allstrom, vice-president and actuary; C. N. McCloud, second vice-president and medical director, and Harold J. Cummings, superintendent of agencies.

Ray P. Cox, of Sacramento, superintendent of agents on the west coast, and A. Howard Blanton, of Charlotte, N. C., manager of agencies, are also here.

The convention president is Sam R. Weems, general agent at Dallas, qualified by leading in personal production. Several other honor positions are also designated. A. O. Eliason, most valuable general agent, all time, has \$35,000,000 in force. The business of the company is \$162,000,000. The most valuable senior general agent is Charles H. Simpson, Fargo. Mr. Simpson qualified by reducing his agency force from 110 to 36, and at the same time increasing his production in North Dakota by 33 percent. The most valuable general agent, junior, is W. A. Nicholas, Newcastle, Wyo., and Rapid City, S. D., who qualified four agents for the convention and also increased his production by 43 percent. He is one of the newest general agents and works in a territory where an agent may have to drive 100 miles in a day to make a reasonable number of calls. Both of his achievements meant exceedingly good work.

A special honor was also awarded  
(CONTINUED ON PAGE 28)



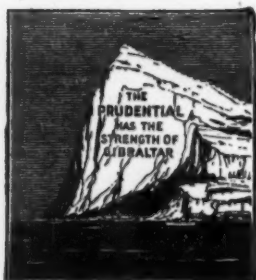
## True Centuries Ago-- True Now!

Generations before life insurance was even thought of, as such, Pope Boniface VIII voiced a sentiment that would do well as a slogan for life insurance salesmen. He said:

**"Anything done for another  
is done for oneself"**

One of the things that makes a pleasure of selling life protection is the realization that this business is founded on the Spirit of Sacrifice—that as each salesman brings his message successfully home it means that he has erected a safeguard for some individual or group. And he is rewarded for this service by the satisfaction that accompanies duty well performed.

**The Prudential's Ordinary Agencies offer  
you their co-operation**



**The Prudential**  
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

### SENTINEL LIFE AGENTS IN ANNUAL CONVENTION

#### SESSION OPENED BY HYDE

North American Reassurance Official  
Speaks—F. L. Hildebrand, Agency  
Superintendent, Gives Talks

The Sentinel Life held its annual meeting in Kansas City, Mo., last week. This is the yearly meeting of the Minute Men's Club, the producers' organization of the company, and 56 agents of the Sentinel qualified as members. The program was intensely practical from a sales point of view, and was conducted largely by the officers and agents of the company.

The Sentinel closed the year with \$10,040,000 of life insurance in force, having written over \$4,000,000 during 1928. It also has \$650,000 of accident and health premiums in force. N. L. Adams, home office general agent, was announced as the new president of the Minute Men's Club with a personal production of \$1,000,000. Joseph B. Thompson, Kansas City general agent, is vice-president with approximately \$700,000 of personal production.

#### Wide Field Open

Arthur M. Hyde, president of the Sentinel, opened the two-day conference with an address of welcome, which was also an able discourse on life insurance as a life work. Mr. Hyde showed the wide field open to the life underwriter and emphasized the altruistic side of selling protection.

C. A. Karr, president of the 1928 Minute Men's Club, replied on behalf of the agents. F. L. Barnes, vice-president, presided at the opening session.

Oliver J. Neible, trust officer of the Commerce Trust Company, was one of the principal speakers on the first afternoon program. Mr. Neible stated that generally speaking there has been too much said about cooperation between trust companies and life insurance underwriters and too little real cooperation.

F. L. Hildebrand, superintendent of agencies, discussed Sentinel policies at this session. N. L. Adams, home office general agent, gave a comprehensive talk on business insurance.

#### Direct Mail Discussed

H. E. Atchley, manager at Terre Haute, Ind., talked on "How I Use the Company's Direct Mail Service." J. H. Ballantyne, supervisor of the southern California agency, discussed "Sub-agency Building." "Selling Life Insurance to Accident and Health Policyholders" was the subject of a very instructive talk by E. A. Crandall, Oregon state manager. Mr. Barnes discussed "Insuring Income Values."

Dr. E. L. Mathias, medical director, made one of the outstanding addresses of the final session.

"Investing the Company Funds" was the subject of E. E. Smith's address, treasurer of the company. He said that the Sentinel has \$592,000 invested at an average interest of 4.62 percent.

#### Claims, Interesting Subject

George Barrett, manager of the claim department, discussed claims in an interesting address. P. W. Bouldin, general agent for Michigan, told of his experience in selling the cancellable clause in commercial accident insurance.

Howard Oden, secretary of the North American Reassurance, spoke briefly at the closing session.

Mr. Hildebrand closed the convention with a talk on "Future Business." Mr. Hildebrand reviewed the figures for the past year, and discussed the plans for the coming year.

The convention was concluded with a banquet. Ex-Governor Hyde spoke on "Sentinel Spirit." Charles M. Howell, general counsel, discussed "Safeguards

### PROMOTIONS ARE MADE BY NEW YORK LIFE

#### PETERS SUCCEEDS BUCKNER

R. L. Campbell and Opie R. Carter  
Appointed Supervisors-at-Large  
by the Company

Rolla E. Peters has been made inspector of agencies of the northwest department of the New York Life, succeeding S. O. Buckner, whose retirement has been announced. He has spent his whole business life with the New York Life. He started as a clerk in Austin and Fort Worth, Tex., offices in May, 1903. At that time the New York Life was operating in that state. He was made cashier at Oklahoma City in 1903. He was appointed instructor in St. Louis in 1905. He was transferred to Muskogee, Okla., in December, 1905, and made agency director there in 1906. He was appointed field director at Muskogee in 1907 and field organizer later in the year. He was transferred to St. Louis in February, 1908. Then he was made agency director at Charlotte, N. C., in April, 1910. The paid insurance of Charlotte increased from less than \$1,000,000 in 1909 to \$6,159,465 in 1923. Then he was promoted to agency director at Minneapolis, Feb. 1, 1923, increasing the business from \$5,431,711 to \$8,833,643 in 1928. In February, 1924, in addition to handling branch office affairs he was made supervisor, assisting Inspector of Agencies Samuel O. Buckner.

#### R. L. Campbell Is Advanced

R. L. Campbell, agency director of the Charlotte, N. C., branch of the New York Life, has been appointed supervisor-at-large, with temporary headquarters at Charlotte. He was born Sept. 22, 1887, at Centerville, Ga., graduating from the University of Georgia. After closing his college career, he went with the New York Life in 1910 as an agent at Atlanta. In 1912 he was appointed instructor in the same office and made a fine record in new organization. In 1919 he obtained \$1,800,000 in southern territory. He was appointed agency director of the Charlotte branch in 1923 and built the office from \$6,000,000 to \$10,916,231 last year. The branch has averaged over \$900,000 of new organization per annum. His new duties are to assist the company in its new organization campaign. While his headquarters will be at Charlotte for the present, he later will be transferred to a more convenient location and travel up and down the eastern seaboard.

#### Opie R. Carter Is Promoted

Opie R. Carter, agency director at Shreveport, La., becomes supervisor-at-large with temporary headquarters at Shreveport. He was born Sept. 16, 1892, in Prairie County, Ark. He went with the New York Life from high school in Cabot, Ark., as a clerk in the Little Rock branch. In 1914 he resigned his clerical position and became an agent. In February, 1917, he was transferred from the Little Rock branch to Memphis, where he was later appointed organizer and did splendid work in getting new agents. His top year showed a record of \$913,000. In August, 1923, he was appointed agency director of the Shreveport branch, where he increased the business from \$6,000,000 to \$8,250,000. During his stay in Shreveport, the new organization paid for over \$725,000 a year. Mr. Carter's duties will be similar to those of Mr. Campbell. Later his headquarters will be moved to some convenient place in the middle west where he will be available for new organization work.

of Sentinel." The dinner program was concluded with a talk by Mr. Hildebrand on "The New Hearthstone."

## General Agent Cowan Gets Good Publicity on His Art Collection

THE mid-week feature magazine of the Chicago "Daily News" of Jan. 9 contained a contribution by John B. Stone, who wrote up the magnificent art collection of James M. Cowan, Aurora, Ill., general agent of the Northwestern Mutual Life. Mr. Stone says that Mr. Cowan probably owns half the best pictures in Aurora and most of these are in his own house. Mr. Cowan has a number of his finest pictures loaned to the hotels, the Union League Club and other organizations for the benefit of the public. Mr. Stone says of Mr. Cowan:

"It isn't every city in this much-abused middle west that would have works of, say George Inness, hung in its hotel lobbies by the dozen (not that all of the dozen were George Inness paintings). The artists of every country



**JAMES M. COWAN**  
General Agent Northwestern Mutual at  
Aurora, Ill.

are represented). You couldn't stroll into many banks and see such murals as two Aurora banks possess. Few homes of the very wealthy contain better or more pictures than the homes of Mr. Cowan and his friends. One hotel has thirty fine pieces, the Union League club has more. And in at least half a dozen homes the walls are lined almost like those of art galleries.

"If you try to see and remember them, you'll feel as if you'd tried to memorize the Art institute in an idle afternoon.

"But 'How come?'

### Mr. Cowan's Work

"James M. Cowan it was who superintended the partial survey of Aurora's collections. James Cowan is a man of 70, who looks and acts 50. He started collecting 50-cent prints and having them out in frames that cost \$3.50. At that time—in 1888—he was wearing out shoe leather as an insurance agent in Chicago.

"He made good in insurance and art. His company made him its head representative in Aurora. He is not married and has time and a penny or two now to spend on pictures. He no longer buys 50-cent prints. He has a mansion that was designed by Frank Lloyd Wright.

### Generous and Thrifty

"Mr. Cowan is still at his office daily, but if you let him talk art he will show you around until 3:30 p. m. and then apologize for leaving you to fill a 1 o'clock engagement with a man at his office.

"He has a ready and winning smile. Everybody in Aurora knows him. He is generous and thrifty. Many of his pictures are in the Aurora schools, some at the University of Illinois, some at the

## John Morrell Led All of Equitable Agents in 1928 Production

JOHN MORRELL of the P. L. Girault, Jr., agency of the Equitable Life of New York in Chicago, leads the entire field force of the company in personal production for the second year. His paid for business last year is in excess of \$2,475,000. In 1927 he paid for \$3,180,000 and in 1926, \$1,396,000. Before going with the Equitable in 1923 he was in the advertising business. He is a member of the American Society of Civil Engineers and a graduate of the engineering college at Illinois. He has given much time to studying the creation of life insurance estates. Mr. Morrell has spoken before a number of insurance bodies.

### LARGEST C. L. U. CLASS ON RECORD AT OMAHA

OMAHA, Jan. 17.—The largest insurance class in the United States in which all members are seeking the C. L. U. degree opened this week at the University of Omaha college of commerce, Dean A. J. Dunlap has announced. Dr. S. S. Huebner so informed him. There are 103 enrolled in the class, which will be instructed by Ernest Whitlock, C. L. Hart and Will Noble.

Members will be given the chartered life underwriter degree offered by the National Association of Life Underwriters, through the University of Omaha. The Life Insurance Managers' Association of Omaha is sponsoring the class.

### CONNECTICUT GENERAL MAY REDUCE PAR VALUE

Another Hartford insurance company has announced its intention to reduce its stock to par. The Connecticut General Life is seeking authorization from the general assembly of Connecticut permitting the reduction on the par value of its stock from \$100 to \$10. This was voted upon at a meeting of the directors last week and the officers of the company will immediately prepare and introduce a bill to this effect before the legislature providing for an amendment to the company's charter permitting this.

Nevertheless this action by the Connecticut General came as a complete surprise to the Hartford stock exchange and the stock of the Connecticut General rose from \$1950 a share to \$2075 a share on the bid side.

The directors do not expect early action on the part of the assembly and several months may pass before the reduction will go into effect. A general bill may come before the Connecticut legislature to permit any company to reduce its par value.

### Cox Transferred to Pittsburgh

W. E. Cox, agency supervisor of the Equitable Life of Iowa, with headquarters at Youngstown, O., has been appointed agency supervisor for the H. S. Sutphen agency at Pittsburgh. Mr. Cox went with the Equitable in 1927 and has done a good piece of work at Youngstown. He has added a number of men to the agency force and has developed some excellent timber. He is prominent in the Youngstown Life Underwriters' Association. He has written a number of articles on life insurance for various papers. In Pittsburgh he will have a wider field in which to operate.

Union League Club in Chicago. Mr. Cowan probably owns half the best pictures in Aurora. Some of these are in his own home."

## NYLIC INCENTIVES and AIDS TO SUCCESS

# Nylic Friends

- Q National advertising grows because retail merchants have learned that it is much easier to sell goods that are well known to the public.
- Q Nylic Agents do not find it necessary to "introduce" their Company, which now has Two Million Policyholders insured for nearly 7 Billion Dollars.
- Q Since organization, Nylic has paid to living Policyholders and to beneficiaries over 2 Billion 600 Million Dollars. It is now distributing over 50 Millions a year in Dividends.
- Q Through 84 years of investing, New York Life has been of incalculable service to the nation, to business and to individuals. Today its assets of over 1 Billion 400 Million Dollars are largely used to finance public works, railroads, public utilities, business buildings, homes and farms.

So, wherever the Nylic agent goes,  
he finds Nylic friends—policy-  
holders, beneficiaries and  
borrowers — who are  
grateful to the Com-  
pany for its serv-  
ice to them.



New Home Office Building  
on the site of the  
famous old Madison  
Square Garden

## NEW YORK LIFE INSURANCE COMPANY

MADISON SQUARE, NEW YORK

DARWIN P. KINGSLEY, President



## UNIQUE PLAN IN COLLECTING PREMIUMS

### AMERICAN SAVINGS METHOD

All Policies Are Delivered by Mail and  
Post Office Is Used to Get  
Payments

The American Savings Insurance Company of Indianapolis held its first home office convention on Thursday and Friday of last week with 34 agents in attendance who had earned the distinction by producing a designated quota of business. This company was organized by Charles W. Foltz and R. L. McKechnie, former officers of the Public Savings of Indianapolis and now respectively vice president-agency manager, and secretary-treasurer of the American Savings. Although the company has been writing business only four months it now has its first million of business paid for, so the convention was in the nature of a celebration of that event.

The business sessions of Friday were devoted to a study of the policies which the company writes and its plans of

operation. This was conducted chiefly as a round table discussion in which all the officers and agents took part.

Particular interest centered in the unique plan of making all premium collections by mail. Thus far this has been successful even beyond the anticipations of Mr. Foltz and Mr. McKechnie, who perfected the system. According to the plan the agent turns in with every application at least the full amount of the first premium. This applies whether the policy is to be a weekly payment industrial policy or an ordinary policy on an annual premium basis. "By this method," says Mr. Foltz, "we have no 'not taken' policies."

#### Policies Delivered by Mail

These policies are delivered by mail and with the policy goes a folder upon which can be made a complete record of premium payments. With this folder is a wall pocket holder in which it is to be kept. On the face of this holder is a calendar and the premium due dates are marked in red ink throughout the months of the year. Also furnished is a stamped envelope addressed to the home office. When the policyholder makes a premium payment a bill or check is slipped into a small envelope receptacle on the inside of the folder which is then placed in the envelope and mailed. Credit is entered on the card at the

home office according to payment, indicating advance payment, etc. The folder is mailed back to be used for the next premium payment. The system is exceedingly simple and it works surprisingly well.

When a premium date is approaching and premium has not been received, a reminder is sent to the policyholder. If this does not bring the remittance, a warning notice printed in red is sent and if this does not get results then a letter, also printed in red, is sent to the agent who wrote the business, advising him that a lapse is imminent. The letter does not indicate that the agent has any personal interest in seeing that the business continues, but is intended to be used by the agent as a service to the policyholder, so that the agent may use it more effectively by showing it to the policyholder.

#### Collections Very Satisfactory

Thus far collections have been better than was the experience of the officers of the company where collections were made by agents. It has been especially gratifying to note the approval of policyholders to this plan, and a number have voluntarily called at the home office to express thanks for the system. These women said that they welcomed the plan because it relieved them of having to plan for the call of the agent

which, they stated, often involved considerable inconvenience and occasionally embarrassment, as when callers might be present or for some reason the premium money could not be spared at the moment.

#### Plan Has Other Advantages

By this plan it has also developed that agents of other companies are not so apt to know about the business of American Savings representatives, as is the case where calls are regularly made upon policyholders and agents of industrial companies are seeing their competitors enter homes in their own debts.

A banquet was given the agents and a number of the stockholders. The American Savings has an exceptionally strong list of stockholders, who include some of the city's leading capitalists. Samuel Ashby, a prominent local attorney, as president of the company, presided at the banquet and short talks were made by most of those present. It was brought out that the company had been launched successfully without any promotion expense. Among the guests were Harry R. Wilson, vice-president of the American Central Life of Indianapolis, and A. J. Wohlgenuth and Irving Williams, both of "Rough Notes."

## COSMOPOLITAN LIFE IS SOLD

Interstate Life of Chicago Buys Another Chicago Company—Stockholders' Meeting Called

Purchase of the Cosmopolitan Life of Chicago by the Interstate Life, recently organized company, also of Chicago, has been approved by the Illinois department. The Interstate Life is headed by E. H. Burke as its president. He was formerly president of the Public Life of Chicago, the business of which was recently taken over by the Chicago National Life. A meeting of stockholders of the Interstate has been called for Jan. 22, at which time new officers of the combined companies will be elected.

The Cosmopolitan, which was incorporated in 1925 and began writing business in 1926, had paid-in capital of \$100,000 and paid-in surplus of \$60,000 at the time it was organized. The reported sale price is \$117,000. It also is reported that \$40,000 of the securities the Cosmopolitan holds are involved in litigation.

#### Officers Will Resign

William Kreamer, president, and other Cosmopolitan officers will resign. Mr. Kreamer has had considerable experience in the life insurance business.

The stock of the Cosmopolitan was held by policyholders of the Guaranteed Equity Life of Chicago, which was chartered as an assessment company. The stock consists of 4,000 shares of \$25 par value, sold at \$50 a share.

## MUTUAL LIFE AGENTS MET IN BIRMINGHAM

BIRMINGHAM, ALA., Jan. 16.—The seventh annual convention of the Birmingham agency of the Mutual Life was held here.

Henry Abele, southern salesmanager of the Fuller Brush Co., discussed the factors of the "I and U" in selling. "There are two I's to be considered, one for 'interest' and the other for 'incentive' and the 'U' is for 'understanding,'" he said. A man is interested in his work for the love of his family and is interested in making money in order to provide for them in the best possible way. These, he said, are his incentives.

"With the right family interest, which ties up the money incentive, he is then interested in finding happiness in his business life. He knows that harmony and good feeling are all-important in business, and that it is necessary to go at least half way with his immediate superior, and maybe all the way with those he is supervising to bring about good understanding."

# ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA



Royal Union Life Building  
Cor. Seventh and Grand Ave.,  
Des Moines, Iowa

*New Records are in  
the Making for  
Royal Union*

1928 was another good year for Royal Union salesmen. All indications point to new records to be attained in 1929.

We write all standard forms of insurance.

Women are accepted on the same basis as men. Our children's policies are big winners.

Age limits—0 to 60 inclusive.

Operating in 15 middle-western states.

Local and general agents wanted under money-making contracts in territories where we are not now represented.

# ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA

A. C. TUCKER, President



## SPRINGFIELD LIFE HOLDS ITS CONVENTION

FRED W. POTTER A SPEAKER

President A. L. Hereford Gave a Talk  
to the Men, Pointing Out the  
Opportunity for Success

Last week the Springfield Life of Springfield, Ill., held an agency meeting at the home office. The first session opened with A. L. Hereford, the president, presiding. Mr. Hereford gave a heart-to-heart talk to the agency force. He pointed out the magnitude of the business and the wonderful opportunity accorded to life insurance agents. He pointed out that agents must know the fundamentals of life insurance and also study some selling methods. He urged that they take great care in fitting the policy forms to the man and his requirements. He gave several very good rules for success, declaring that the character of the agent and the character of the business he writes will maintain or destroy the character of his company in that community. The agent must be industrious. He must not waste time. He must be methodic. He must be fair and square with his company.

### Medical Director Spoke

Dr. Metcalf, medical director, gave a talk on the relation between health and ability to sell. Most of the afternoon session was taken up with an address by Fred W. Potter, former insurance commissioner of Illinois. Mr. Potter urged that the new agents carefully organize. He said that the trained life insurance man must be fully and thoroughly prepared.

### A. J. Hereford Gave Address

A. J. Hereford, superintendent of agents of the company, gave a very interesting talk on "How to Keep Yourself Working." He said that "the agent must make up his mind that selling life insurance does pay, and pays well, but that he must work and work hard." He urged every agent to set a definite daily quota. Mr. Hereford has had practical field experience himself, and his success as a life insurance producer came entirely from the daily quota method. Mr. Hereford said, "You can't sell a man who has his attention absorbed in something else. Get at him when he has time to listen. Make up your mind to work on certain classes of people on certain days. Say on Monday—see old policyholders and stimulate collections. Tuesday—see business men. Wednesday—canvass. Thursday—back calls, etc. Make it you business as far as possible to know the needs of insurance of your policyholders. Get them to introduce you to other people."

### Potter Gave Selling Points

The last day's morning session was given over to a discussion of inspection service and a general discussion of company practices and policy forms. In the afternoon Mr. Potter again took charge of the meeting and delivered a fine talk on selling methods and principles. Although Mr. Potter has been very active in public life, nevertheless he has always written a very good volume of life insurance and is still active in that field. He described a number of personal incidents showing the value of thought and preparation and planning before interviewing a prospect.

### Company Shows Good Progress

The Springfield Life showed marked progress during 1928 and its agency force is growing rapidly. A fine entertainment program was furnished throughout the meeting by Al Herring, agent at Moline, Ill. A smoker was held at the home office on the first night of the meeting at which Mr. Herring presided and a dinner and dance followed on the second evening.

## FAVORABLE GAINS NOTED IN PRELIMINARY REPORTS OF COMPANIES ON 1928 BUSINESS

THE majority of the preliminary reports on the life companies' statements for 1928 show a favorable gain. The figures given below show the new business paid for during 1927 and 1928, and the increase of business in

force on December 31, 1928. There are several cases where the ordinary and industrial business is segregated. In the case of the Manufacturers Life of Canada and the Peoples Life of Washington, the ordinary business only is given.

	New Paid Bus. 1928	New Paid Bus. 1927	Inc. In Ins. In Force
Abraham Lincoln Life.....	4,977,374	4,494,162	1,561,483
Alamo Life.....	4,878,663	4,100,979	2,546,133
American Bankers, Ill. (Ord.).....	3,912,754	.....	548,323
American Bankers, Ill. (Ind.).....	15,401,524	.....	1,773,292
American Provident, Tex. ....	1,923,242	2,197,806	1,506,242
Amicable Life, Tex. ....	11,198,693	9,908,967	5,093,571
Bankers National Life, Fla. ....	8,772,046	3,341,987	6,200,049
Bankers National Life, Mo. ....	9,204,654	5,852,035	5,002,360
Boston Mutual Life (Ord.).....	4,277,535	3,299,271	*4,250,000
Boston Mutual Life (Ind.).....	16,838,051	15,393,029	.....
Builders Life, Ill. ....	507,509	.....	507,500
Central Life, Kans. ....	4,916,327	4,184,012	.....
Citizens Life, La. ....	1,357,000	.....	100,000
Crown Life, Canada.....	25,287,877	23,136,262	17,828,223
Dominion Life, Canada.....	27,782,426	23,199,270	17,729,486
George Washington Life.....	3,359,232	3,812,913	155,139
Great Western Life, Ia. ....	4,303,750	3,607,738	3,375,000
Guaranty Life of Iowa.....	12,195,595	.....	.....
Guaranteed Securities, Kans. ....	4,012,443	3,278,460	3,081,313
Imperial Life, Canada.....	39,926,289	37,258,498	25,482,514
Jefferson Standard, N. C. ....	69,004,906	62,509,400	27,106,612
Kansas Life, Kans. ....	14,320,380	6,757,962	7,666,838
Lewis & Clark Life, Mont. ....	1,247,508	1,137,000	601,508
Liberty Life, Ill. ....	6,002,773	5,356,475	1,108,722
Manufacturers Life, Can. (Ord.).....	80,770,052	71,800,121	49,390,161
Midland Life, Mo. ....	10,370,867	8,604,536	4,500,000
Midland Mutual Life, Ia. ....	15,250,000	16,744,000	7,000,000
Midwest Life, Neb. ....	3,138,767	3,159,116	690,712
Minnesota Mutual, Minn. ....	38,945,223	.....	16,437,031
Montana Life, Mont. ....	11,717,666	.....	3,084,178
Missouri State Life.....	329,854,390	204,763,512	438,306,940
Mountain States Life, Cal. ....	6,000,000	5,500,000	1,300,000
National Guardian, Wis. ....	7,135,523	.....	3,237,386
National Union Life, Wash. ....	106,500	.....	106,500
North American Life, Can. ....	320,147,053	29,018,019	14,338,620
New York Life.....	909,000,000	.....	464,150,000
Northwestern Life, Neb. ....	3,143,730	1,125,000	1,773,565
Ohio National Life.....	15,543,442	16,571,321	3,014,905
Peoples Life, Wash. D. C. (Ord.).....	2,503,167	1,984,372	1,182,324
Presbyterian Ministers Fund.....	6,710,379	5,421,971	1,288,408
Provident Life, N. D. ....	3,309,150	3,175,768	1,509,278
Puritan Life, R. I. ....	1,447,697	1,462,827	500,828
Security Mutual Life, Neb. ....	4,364,667	3,835,790	1,887,220
Service Life, Neb. ....	4,700,000	4,019,000	2,436,000
Sheridan Life, Ill. ....	151,950	.....	151,950
Southeastern Life, S. C. ....	13,274,469	10,103,209	5,461,088
Springfield Life, Mo. ....	3,000,000	.....	39,725,000
State Mutual Life, Mass. ....	71,199,395	.....	1,773,565
Surety Life, Mo. ....	734,395	1,107,057	157,637
Toledo Travelers Life, O. ....	1,871,400	1,704,419	1,016,108
United Fidelity Life, Tex. ....	8,252,642	7,303,103	3,133,364
Union Mutual Life, Ia. ....	4,404,201	1,754,400	3,638,626
Virginia Life & Cas. ....	4,319,000	4,880,000	656,900
Webster Life, Ia. ....	195,069	147,292	100,969

\*Issued.

\*Total.

## PHOENIX MUTUAL PROMOTES TWO TO AGENCY ASSISTANTS

The Phoenix Mutual has appointed two new agency assistants, Ralph H. Love of Cincinnati, and S. Voorhees Aldridge of Hartford. Entering the company without previous life insurance experience in 1925, Mr. Love qualified for the Quarter Million Club within less than three years. In September, 1928, he was transferred to the home office for special training, and has already begun his new work in the field.

Mr. Aldridge was in an executive position with a large New York realty and mortgage company before entering the Phoenix Mutual in 1927.

After graduating from the company's training school, Mr. Aldridge received an appointment as assistant to James A. Griffin, manager of the sales training division, to which duties he has added a considerable amount of work in the promotion of the salary allotment business in all its various phases.

### Central Life Awards Trophy

E. L. Gifford, general agent for north-eastern Iowa of the Central Life of Iowa with headquarters in Dubuque, was presented with a silver trophy cup at a district managers meeting in Dubuque last Saturday.

The presentation was made by George T. Carlin, educational director of the Central Life, representing President T. C. Denny. Mr. Carlin addressed the district managers meeting on "Plans for 1929." Mr. Gifford was awarded the trophy this year as the leading Central Life general agent for 1928 in paid-for volume of business during the year.

## V. W. KENNY AGENTS MEET IN EDUCATIONAL SESSION

The V. W. Kenny agency of the Connecticut Mutual Life, in Boston, held a meeting Jan. 12 at which were also present the agents of General Agent E. L. Tucker of Worcester. There were a number of home office men present, including Fred Lyter, assistant superintendent of agents, Chester Sparver, publicity director of the company; and Eban Luther, general agent in Providence, R. I. All three were formerly members of the Kenny agency. Announcement was made that Joseph I. Quadros had been promoted to be agency supervisor of the agency, as of Jan. 15.

Assistant Supervisor Lyter announced that the company has made large increases in paid-for business during 1928, and especially large increases in its business in force, with a very low rate of mortality. He also said that there will be an increase of 20 percent in dividends paid during 1929.

### Enlarged Agency Planned

Plans were discussed for a large agency organization for the company in have been added to the agency to date Boston in 1929. Already eight new men this year.

Mr. Quadros, the new agency supervisor, has been with the Kenny agency for the last four years. He was born in Boston in 1892 and educated in Boston public schools.

On the evening of Jan. 12 the Kenny agency entertained its own agents and the Worcester agents together with their wives at a dinner dance.

## INFLUENZA SPREAD FROM THE PACIFIC COAST

INVESTIGATIONS ARE MADE

Metropolitan Life Is Experimenting  
With the Use of Serum as Treat-  
ment for Pneumonia

The Metropolitan Life states that the influenza situation was the most important item in the health records during the closing months of the year and it still is a serious one. An unusual amount of sickness was first observed in California late in October. During November and December the disease spread to other sections. The reports indicated that the type of influenza now prevailing is not that which runs quickly into pneumonia and causes death. In California, Oregon, Washington, Utah, Idaho, Montana and Colorado, deaths from influenza and pneumonia increased five-fold, according to the reports of the Metropolitan Life.

### Investigations Being Made

The company, through its influenza commission, the idea being conceived by Dr. Lee K. Frankel, second vice-president, has been making a series of investigations. The experiment has been along the line of studying the type of organism involved in individual cases and then using serum. It was found that the use of serum is more effective when given early in the course of the disease. The result in pneumonia treatment is striking and encouraging.

### Death Rate from Diabetes

The Metropolitan Life states that there is probably no situation in the field of public health quite as puzzling as the present one regarding diabetes. For despite the use of insulin, which has prolonged the lives of thousands, the death rate from this disease is going up. The 1928 death ratio from this cause surpassed that of 1927. Among males the diabetes death rate has gone down steadily for all groups up to age 45. It is after 65 that there has been a distinct and significant rise since the introduction of insulin.

### Experience With Females

Among females, the decline in the death rate has been limited to childhood and early adult life. After age 55, the increase has been practically uncontrolled. Half the total death rates from diabetes in the industrial experience of the Metropolitan occurs among women over age 50.

The Metropolitan concludes that while the death rate from diabetes is real and serious it is not at all inconsistent with an increasing and more effective use of insulin. Were it not for insulin the death rate from diabetes would have been much higher. Prosperity carries with it the penalty of a high diabetic death rate.

## TRUST OFFICERS MEET FEB. 13-15 IN NEW YORK

The mid-year meeting of the trust company division of the American Bankers Association is to be held Feb. 13-15 in New York city. President Paul F. Clark of the National Association of Life Underwriters will be one of the speakers.

Life insurance trusts have always formed one of the main subjects discussed at this great conference the past few years, and will undoubtedly be featured this year. The meeting will probably be the occasion, as it was last year, for a more or less informal conference between the life insurance trust committee of the American Bankers Association and the committee on cooperation with trust companies and banks of the National association.

## OFFICERS ARE ASSUMING GREATER RESPONSIBILITY

### MINNESOTA MUTUAL COURSE

Duties Are Recast to Some Extent in Order to Spread Official Work Widely

ST. PAUL, Jan. 17.—The election of E. W. Randall, until last week president of the company, as chairman of the board of the Minnesota Mutual Life, does not mean his retirement from active duty, although he will undoubtedly take things easier in the future. If rather means that under his leadership the company has attained such size that an expansion of its executive organization is necessary. The various changes in offices that took place at the annual meeting mark changes in the alignment of executive duties that have been under way for some time.

#### Powers Are Broadened

T. A. Phillips, formerly vice-president, who has been advanced to the presidency, has been gradually assuming some of the work in the handling of investments and other duties of the chief executive. O. J. Lacy, formerly second vice-president and agency manager, has been drawn into other executive activities while retaining the chief responsibility in the agency department. H. W. Allstrom, secretary and actuary, also has been drawn into more general executive duties and is made vice-president and actuary. The duties of Harold J. Cummings, associate manager of agencies, have been considerably recast during the past year and he becomes superintendent of agencies.

#### Had a Good Year

The company had a splendid year in 1928. New business fell just short of \$39,000,000, compared with \$33,000,000

## CREATE THREE MORE VICE-PRESIDENCIES IN NEW FIDELITY MUTUAL LIFE LINEUP

THE new lineup of the Fidelity Mutual Life, in which three new vice-presidents are created in addition to the reelection of F. X. Quinn, who has held this office since 1914, will give that company a fine battery of lieutenants. As announced, Frank H. Sykes, second vice-president and manager of agencies since 1924, becomes vice-president and manager of agencies. George H. Wilson, general counsel since that date, is made vice-president and general counsel and J. Russell Sykes, comptroller since 1914 becomes vice-president and comptroller.

Mr. Quinn, the veteran vice-president, started with the Fidelity Mutual in January, 1921, becoming secretary to the treasurer. Later he was made assistant secretary, then treasurer and then a member of the board. He is the financial man of the company. He is a lawyer and before going with the Fidelity Mutual connected with the Pennsylvania Railroad.

Frank Sykes started with the Fidelity Mutual in 1897 and, with the exception of a year when he was in the Spanish-American War, he has been with the company continuously. In 1908 he was

in charge of the publicity department. He became assistant manager of agencies in February, 1917, and in 1919 was made head of the department. He became second vice-president in 1924. He is president of the Life Agency Officers Association. At Lower Merion, Pa., where he lives, he is president of the commissioners.

#### George H. Wilson

Mr. Wilson was formerly a professor of Union College at Barbourville, where he was born and from which he graduated in 1895. He was elected vice-president of the college and in 1904 was elected to the presidency. However, he resigned to enter Harvard Law School, graduating in 1907. He specialized in insurance law and was residing in Kansas City prior to becoming general attorney for the Fidelity Mutual in 1914. He was made general counsel in 1922.

J. Russell Sykes started as an office boy with the Fidelity in 1892. He graduated to the bookkeeping department, and then went to the treasurer's department. Later he became assistant treasurer. He was made comptroller in 1914.

### STRONG IS IN NEW POSITION

Well Known Kansas City Life Man Goes to American Provident as Field Superintendent

E. R. (Jack) Strong, former superintendent of agents for the Orville Thorp agency of Kansas City Life, has been appointed field superintendent for the American Provident Life of Houston, Tex., for north Texas, it was announced recently by B. E. Derflinger, manager of agencies.

Mr. Strong has had several years successful experience as an agency organizer, is well known over the state and was stationed at San Antonio for a number of years in the U. S. army, rising to lieutenant colonel. He graduated from West Point in 1908. After the World War, he resigned his commission and became commandant of a military school near San Antonio. While there he was attracted by the possibilities in the insurance field and he finally resigned, taking a rate-book with the West Coast Life. His ability was soon recognized by the late Orville Thorp, one of the greatest life insurance men in the south, who employed Mr. Strong as supervisor for his agency in north Texas. He soon rose to the position of superintendent of agents of that agency.

#### Des Moines L. & A. Adds to Staff

Appointment of H. E. Jackson as assistant sales manager of the Des Moines Life & Annuity is announced by J. J. Shambaugh, president.

Mr. Jackson was associated with the Merchants Life in Des Moines for 17 years. At the time of the recent merger of the Merchants Life with the Lincoln National Life, he occupied the position of assistant sales manager.

The position given Mr. Jackson by the Des Moines Life & Annuity is a new one and, according to President Shambaugh, is in line with the company's plan to write \$10,000,000 of insurance in 1929.

R. H. Werges, agency supervisor of White Bear, Minn., will be placed in charge of a new educational department and he also will do special work in the field.

The company added \$7,000,000 of insurance during 1928, \$1,500,000 of which resulted from taking over the Conservative Life of Sioux City. The company has a total of \$32,500,000 of insurance in force and assets of \$5,500,000.

## PHILADELPHIA COMPANIES NOT HIT HARD BY "FLU"

### GIRARD LIFE IS EXCEPTION

Provident Mutual and Fidelity Mutual Report Lower Mortality Ratios for December

PHILADELPHIA, Jan. 17.—While the newspapers of the country are running stories telling of a nation-wide influenza epidemic, Philadelphia life companies declare that there is no epidemic and, in most cases, that they do not expect any increase in the mortality ratio.

As a matter of fact, two of the companies, the Provident Mutual Life and the Fidelity Mutual Life, both report lower ratios for December, which made the year's ratio lower than that of 1927.

The Provident Mutual Life declares that its mortality ratio for December was exceedingly low. It was so exceptionally low that it brought down the mortality for the entire 1928 several points. The first 11 days of January were higher, when compared with the abnormally low December but the experience is normal.

#### Look for Higher Mortality

The companies assert that beginning with December and running through most of the winter months, they always look for a higher mortality than during the rest of the year and that they expect a number of pneumonia deaths. So far, their experience has been normal. The grip epidemic is having no effect although the Fidelity Mutual Life does report a "few more" pneumonia deaths but they have not tended to raise the ratio, which is running exceptionally good.

The only Philadelphia company that has been hit somewhat by the epidemic is the Girard Life, which had a mortality of 75 percent of the expected for December, "due somewhat to pneumonia."

The Penn Mutual Life reports a normal experience with absolutely no fear of any influenza epidemic. The company has had a few pneumonia deaths but they have been scattered and, if anything, have been lower in number than were expected.

#### No Marked Affect

The Philadelphia Life says that the epidemic has had no marked effect on its claims although it is afraid that it will receive an increased number of losses in the near future. However, this is the only company that seems fearful that the grip epidemic may take a serious turn, and its fear do not seem to be borne out by the experience of the other companies.

All in all, the companies as a whole are of the opinion that the present epidemic is not one of influenza but more of gripe or plain colds and that they have nothing to fear in the way of increased mortality ratios such as previous influenza epidemics developed.

#### Royal Union's Big Group

The Royal Union Life of Des Moines has issued a group policy to the officials and employees of the "Register & Tribune" of Des Moines, which is the largest daily paper in the state. It was issued on the contributory plan. There are some 600 employees in the group.

#### North American Life Meeting

A number of managers and leading agents of the North American Life of Chicago were at the home office the end of last week in a midwinter sales congress featuring the end of a contest that had been carried on since it started in October. There were about 60 present. Paul McNamara, the agency head of the company, presided.

C. B. ROBBINS,  
President

C. B. SVOBODA  
Secretary

## The Old Line Cedar Rapids Life Insurance Co. CEDAR RAPIDS, IA.

Financial Condition December 31, 1928

ASSETS	
First Mortgage Loans & Real Estate	\$2,301,171.54
Municipal Bonds	415,810.06
Premium Notes & Policy Loans	667,576.69
Cash in Banks & Office & Other Ledger Assets	79,309.72
Interest Accrued & Net Uncollected & Deferred Premiums (Reserve Charged in Liabilities)	142,042.09

GROSS ASSETS	\$3,605,910.10
Less Assets Not Covered by Reserve	21,392.06
Net Assets	\$3,584,518.04

LIABILITIES	
Tax Reserve & Other Liabilities	\$ 46,667.90
Legal Insurance Reserve & Reserve for Special Benefits	\$3,279,971.99
Surplus to Policyholders	257,878.15

TOTAL FOR PROTECTION OF POLICY-HOLDERS	\$3,537,850.14
	\$3,584,518.04

#### HOW WE ARE GROWING

END OF	GROSS ASSETS	INSURANCE IN FORCE
1906	\$ 43,278.91	\$ 95,000.00
1909	104,820.60	1,906,085.00
1912	237,351.38	3,004,245.00
1915	451,142.07	5,114,236.00
1918	790,890.90	7,700,619.00
1920	1,225,215.29	12,421,688.00
1922	1,745,430.08	14,800,070.00
1924	2,336,132.81	16,544,009.00
1926	3,008,187.45	19,176,772.00
1928	3,605,910.10	21,681,009.00

GOOD Chance for GOOD Men to Build GOOD Future  
IOWA MINNESOTA SOUTH DAKOTA NEBRASKA



## PRUDENTIAL COMMENTS ON MORTGAGE LOANS

### TRANSACTIONS OF LAST YEAR

Some Figures Are Given Showing the Classification of This Form of Investment

NEWARK, N. J., Jan. 17.—The part the Prudential has taken in the encouragement of individual home builders, of farmers and of those responsible for the erection of business and other non-residential properties is indicated by figures dealing with its real estate mortgage loans for 1928. These, amounting to \$217,737,094, were \$11,000,000 in excess of similar loans made by the company during 1927, when the total was \$206,917,728.

Archibald M. Woodruff, vice-president in charge of this phase of the company's activities, said:

#### Comments on Mortgage Loans

"No field of investment offers better opportunity for service than that of the real estate mortgage loan. Under proper supervision and with due regard for the security of funds entrusted to us by our policyholders, we have always held to the principle that there is no better way in which we could invest our monies than in an effort to help the worthy American citizen to own his own home."

An indication of the sincerity with which this home building ideal was supported by the Prudential is found in the part of the \$217,737,094 loaned during 1928 which went for the purpose. The total loaned on dwellings and apartment houses was \$164,883,947. There were 23,155 dwelling loans and 1,346 on apartments, for the accommodation of 44,669 families. This sum exceeds by nearly six millions that loaned in 1927 when the total was \$159,112,896.

#### Loans on City Properties

On city properties other than those used for dwelling purposes, the loans for 1928 were \$40,085,850, while those for the same purpose in 1927 were only \$27,115,172, a gain for the twelve months just closed of \$12,970,678.

Farm loans decreased during the year, but whether this was due to a new prosperity in the agricultural districts of the country was not disclosed in the Prudential's statements.

The company's total outstanding real estate mortgage loans, including all those in force as of December 31, amounted to \$975,635,641.36.

#### Mutual Trust Life Meetings

Vice-President Carl A. Peterson and Secretary A. B. Slattengren of the Mutual Trust Life of Chicago are holding a series of four regional meetings to acquaint the agents with plans for the year and stimulate production. The first meeting was held in Chicago, agents from Illinois, Wisconsin and upper Michigan being invited. The second was held at Minneapolis. The third is being held this week at Sioux City, Iowa, and the fourth will be held at Cleveland. The meetings occupy two days, the first being devoted to general agents alone, and the second to a discussion of topics interesting to rate book men.

#### Aurelius Made Vice-President

Marcus A. Aurelius, a former president of the Cook County Bankers Association, has been elected vice-president of the new Calumet National Life of Chicago, and also its running mate, the Calumet Casualty. He is an officer and director of the so-called Calumet banking group consisting of the Calumet National, Roseland State, Cottage Grove State, East Side Trust & Savings and Hegewisch State Bank.

## INSURANCE EDUCATOR OFFERS COLLEGE COURSE

### ARRANGE FOR AN INSTITUTE

Dr. Charles J. Rockwell Will Continue to Conduct a Life Insurance Course at University of Cincinnati

The January meeting of the Cincinnati Life Underwriters' Association was held Jan. 11. At this meeting the important announcement was made of a proposal by Dr. Charles J. Rockwell, that he establish at the University of Cincinnati as the regular feature of the curriculum his well known Rockwell institute.

In telling of Dr. Rockwell's proposition, C. Vivian Anderson, chairman of the educational committee, said that Dr. Rockwell at first had decided to establish two additional institutes, one for the middle west at Cincinnati and one for the south and west either at Houston, Fort Worth or Denver. The one in Cincinnati was to be the only one in the middle west.

The Cincinnati institute will have three weeks for beginners and a course of three weeks for more experienced life underwriters. The graduates of the course are to have the degree of "Chartered Life Underwriter."

Emmett C. Peebles, chairman of the public relations committee, in collaboration with W. A. R. Bruehl, reported the resolution drawn which urged that the life companies of the United States join in a campaign of educational institutional advertising. The resolution said that it was believed that one of the greatest deterrents to the rapid growth of life insurance service is a lack of "the intimate knowledge on the part of the public of the full services that may be rendered by life insurance."

Announcement was made also that a bill had been prepared providing for the repeal by the Ohio legislature of the act which imposed a 3 percent tax on life insurance premiums paid in Ohio.

The address was delivered by Dr. E. B. Bryan, president of the Ohio University at Athens, Ohio, at one time the Republican nominee for the governorship in New York. Dr. Bryan spoke upon the "Fundamentals of Life" and touched on the inherit rights and duties of the young people of the nation.

#### PEARSON'S AGENTS AT RALLY

Western Missouri General Agency Held Its Annual Convention and Conference at Kansas City

KANSAS CITY, Mo., Jan. 17.—The western Missouri agency of the Northwestern Mutual Life held its annual meeting in this city, under the direction of Sam C. Pearson, general agent. Forty agents were in attendance. M. J. Cleary, vice-president of the Northwestern Mutual; Ralph E. Perry, assistant secretary, and Urban H. Poindexter, assistant superintendent of agencies, represented the home office.

The agency pledged a quota of \$6,000,000 for 1929. Leo B. Goldberg, of Kansas City, led the agency in 1928 with a paid for production of \$964,350. Will W. Mantz, of West Plains, insured the greatest number of lives, and Earl J. Price wrote the largest percentage of his quota. George V. Metzger was elected president of the Western Missouri Agents' Association for 1929.

"Organizing for Maximum Northwestern Production" was the theme of the meeting, and the subject was introduced by Mr. Poindexter. Mr. Perry made an address on business insurance.

E. E. Amick, vice-president of the First National Bank of this city; Frank Reed, lawyer of Neosho, Mo., and Mr. Cleary were the speakers at the banquet. Mr. Pearson presided as toastmaster.

(No. 3 of a Series)

# I Can't Finance My Men!

DESPAIR VIBRATES IN THE VOICE OF THE AMBITIOUS AGENCY BUILDER AS HE DISAPPOINTEDLY UTTERS THESE WORDS. FOR EVERY EXPERIENCED MANAGER KNOWS THAT THE AVERAGE NEW APPOINTEE MUST BE FINANCED IN SOME EFFECTIVE WAY DURING THE EARLY MONTHS OF HIS CAREER.

## American Central Representatives Enjoy A Unique Service --The Agents' Fund--

WHICH HAS OPERATED AND PROVED ITS EFFICACY BY MORE THAN SIX YEARS OF REMARKABLE ASSISTANCE IN THE HANDLING OF THE FIRST PREMIUM NOTES OF ITS MEMBERS. THE AGENTS' FUND MEANS "QUICK CAPITAL" PLUS CREDIT TRAINING BY EXPERTS.

(Just one of the many reasons why American Central representatives are happy and successful.)





## INTERESTED?

1. POLICY PROCEEDS earn 5% interest.
2. ACTUAL RESULTS show very low cost.
3. ALL PERMANENT PLANS, ages 15 to 65.
4. A PARTNERSHIP PLAN of building an agency.
5. FREE MEDICAL EXAMINATIONS for policyholders.
6. JUVENILE CONTRACTS, ages one day to 14 years.
7. NO DEATH CLAIM EVER CONTESTED OR COMPROMISED.
8. SINGLE PREMIUM 2-YEAR ENDOWMENT for investment.
9. GUARANTEED LOW COST SPECIAL, in amounts of \$5,000 and upward.
10. GENERAL AGENCY opportunities in Illinois, Indiana, Michigan, New Jersey, Pennsylvania, Virginia, West Virginia, Iowa and California.

*Give full details with reference to past experience, and state plans and territory wanted.*

## THE MIDLAND MUTUAL LIFE INSURANCE CO.

Columbus, Ohio

*"Its Performances Exceed Its Promises"*

## HARTFORD LIFE MEN'S SAFETY FUND REDUCED

Connecticut Insurance Department  
Issues Report on Status of  
Company

### REDUCTION IS WELCOMED

Commissioner Dunham Says Distribution Date Seems to Be Rapidly Approaching

A reduction of \$206,500 in the insurance in force in the men's safety fund department of the Hartford Life during the nine months ended Sept. 30, 1928, is revealed in the report of the quadrennial examination made by the Connecticut insurance department and released by Commissioner Howard P. Dunham.

Reduction rather than increase in the insurance in force is welcomed by the policyholders of this company, because when the total amount of insurance in force is reduced through death and lapsation to \$1,000,000, a safety fund of equal amount is to be distributed "in the proportion that the face value of their certificates bear to the total amount of the outstanding insurance," in accordance with a court ruling.

#### Distribution Approaching

"The time of distribution of the men's safety fund appears to be rapidly approaching," says the report. "The insurance in force is now less than \$2,000,000. While no approximate date can be figured for the distribution of this safety fund, it seems safe to state that no present member would have to pay assessments from now on which would amount to more than he will be entitled to receive at the time of distribution."

The safety fund was established by the Hartford Life in 1880 as a means of offering cheaper life insurance. Two divisions were established, a men's and a women's. The safety fund department was maintained entirely separate from the non-participating department of this company.

#### Provides for Assessments

The policies of the safety fund department provided for assessments to cover the mortality cases as experienced in accordance with a table graded by ages. Each contract also provided for the payment of \$10 per \$1,000 of insurance, to be deposited by the company under a trustee's agreement, toward the creation of a safety fund.

Provision was made that after the safety fund amounted to \$300,000, the interest on the fund was to be divided among members of five years' standing. After the fund amounted to \$1,000,000 all future payments of principal into the safety fund were also to be divided.

#### Plan Once Popular

The plan became very popular and in 1882 the company established the women's division. The amount of this safety fund was fixed at \$250,000. The amount of \$1,000,000 in the men's division was reached in 1893, but the limit of the women's division was never reached.

It later became apparent to the company and to various officials that the method being pursued was unsound and the company ceased issuing safety fund contracts in 1899. The function of the safety fund department then became one of carrying out the terms of contracts already in force. In 1913 the stock control of the Hartford Life was sold. It then reinsured all its non-participating business in the Missouri State Life and ceased writing all business. The safety

fund business, however, could not be reinsured, inasmuch as there was no reserve, except the safety fund, which was trusted and could not be touched.

#### Supreme Court Rules

As a result of a suit brought by a policyholder that the men's safety fund be turned over to the policyholders for their use and benefit, the Connecticut supreme court ordered that when the insurance in force in the men's division had been reduced to an amount equal to the amount of the money in the safety fund, this fund should be divided among the then existing policyholders, each policy being liquidated at approximately its face value.

The exact amount of insurance in force as of Sept. 30, 1928, was \$1,987,500, as against \$2,194,000 as of Dec. 31, 1927. In the women's division, the insurance in force was reduced during the same nine months' period by \$42,500, or from \$369,000 to \$326,500.

Under a court ruling, the safety fund in the women's division is to be divided when the insurance in force is reduced to the amount of the safety fund, which on Dec. 31, 1927, stood at \$126,542.64.

## SERVICE BUREAU CONVENTION

Managers of Branch Offices Are in St. Louis Conferring on the Problems of Inspection

ST. LOUIS, Jan. 17.—A convention of the managers of the branch offices of the American Service Bureau is being held this week at St. Louis.

The gathering will be in the nature of a joint meeting of the bureau and the Hooper-Holmes Bureau, as in some cities the two reporting organizations use the same offices. John King, vice-president of the Hooper-Holmes Bureau, is one of the speakers.

Preliminary remarks were made by Lee N. Parker, vice-president of the American Service Bureau. Claris Adams, secretary and general counsel of the American Life Convention and president of the American Service Bureau, delivered the address of welcome.

The afternoon of Friday will be devoted to an inspirational program.

H. Frank Cary, Pacific Coast supervisor for the American Service Bureau, with headquarters in San Francisco will discuss "Investigation and Adjustment of Death, Disability, Health and Accident Claims."

John J. King, vice-president of the Hooper-Holmes Bureau, will follow with a talk on "Making Friends, Business Increase and Business Retention and Value of Business Friendships."

Claris Adams will speak on "The Future of Life Insurance, the Future of Inspections and the Future of the Men in Inspection Service." A banquet will be served with Mr. Adams as toastmaster.

The morning of January 19 will be devoted entirely to individual conferences.

#### Policyholders View Pictures

Winslow Russell, vice-president and agency manager of the Phoenix Mutual Life, presented to a large group of Phoenix Mutual policyholders in Indianapolis the two moving picture reels, "Something Worth While" and "Vanishing Fortunes." The former depicts the desirability of life insurance salesmanship as a calling and takes the observer on a tour through the home office of the company as it would be shown to him if he were a member of the school which the company maintains for the instruction of new agents. It is an inspiring picture and is designed to stimulate interest on the part of prospective agents. "Vanishing Fortunes" emphasizes the value of an insurance trust to safeguard the insurance estate of its beneficiaries. Lewis G. Ferguson, recently appointed manager of the Phoenix Mutual for the Indianapolis district, presided at the meeting.

## LINCOLN NATIONAL LIFE FIELD CHIEFS CONVE

### HOLD THREE-DAY CONFERENCE

Many Subjects of Educational Value  
Are Introduced—Speakers  
Are Numerous

The second annual conference of general agents and managers of the Lincoln Life was held at the home office of the company at Fort Wayne, Ind., Jan. 9-11. Approximately 50 men were in attendance, coming from the company's nationwide organization.

Among the high spots of the sessions were conferences, discussions, demonstrations and programs at the Lincoln Life building, luncheons for the managers and guests, and dinner conferences.

#### Holcombe Guest Speaker

John Marshall Holcombe, Jr., was a guest speaker on the program for Thursday afternoon. He presented the subject: "The General Agent or Manager and His Job," basing a large portion of his remarks upon a survey he had made of the practices of leading agencies and branches of the Lincoln National Life. He spoke the entire afternoon, excepting brief intermissions and was enthusiastically received.

Accomplishments by the Lincoln National Life during 1928 were summarized by Vice-president Walter T. Shepard and Manager of Agencies A. L. Dern. With the business in force of the Merchants Life of Des Moines, which was merged with the Lincoln National last year, and with gains by the company during 1928, the insurance in force of the company, it was announced, was more than \$658,000,000 on Jan. 1. Exclusive of the Merchants Life insurance, the 1928 gain of insurance in force was \$12,000,000 greater than the gain of the previous year.

#### Speakers Numerous

On the program were President Arthur F. Hall, Secretary A. J. McAndless, Verlin J. Harrold, Rex N. Rafferty, Ralph D. Holt, F. W. Gale and W. T. Plogstherth. Vice-president Shepard was chairman of all sessions.

Among the men present for the first time were a number of leaders adopted from the Merchants Life organization, including men from Michigan, Nebraska, Iowa, South Dakota and other states. Managers appointed during 1928 were also in attendance for the first time.

Honors were paid to O. D. Douglas of Texas, whose agency led all the rest in 1928; to W. W. Scott of Hughes & Scott, of Minneapolis; and to H. G. Everett of the southern California agency, which was third.

#### Extend Sympathy to Knox

A telegram of sympathy and wishes for a speedy recovery was sent to Col. Thomas M. Knox of Chicago, who is ill in Mercy hospital in that city. Col. Knox is a nationally known Lincoln National Life veteran and a member of the board of directors of the company.

One of the most interesting features of the sessions was a forceful and effective presentation of a new policy by J. P. Sullivan of the St. Louis agency.

Blackboard and chart presentations were frequent. A. L. Dern made some interesting presentations of this order in discussing man power addition, development and turnover. R. N. Rafferty presented the LNL measuring rod for agents, setting forth minimum qualification standards which have been set up, in his discussion of the subject "Contacting New Agents."

V. J. Harrold, whose eloquence is widely known, handled splendidly the subject of "Training New Organization." F. W. Gale, assistant superintendent for the Pacific territory, in speaking on the

## EACH OFFICE IS HELD RESPONSIBLE FOR QUOTA

### ALLOTMENT PLAN ADOPTED

Chicago Life Underwriters Association  
Will Hereafter Be Operated Under  
a Guarantee of Memberships

The Chicago Life Underwriters Association at a meeting of its board this week decided on an entirely new plan for guaranteeing and holding membership and maintaining a stable financial policy. Executive Secretary C. F. Criswell, after 10 years' experience, close observation and analysis of underwriters association problems recommended that each general agency be given a membership allotment for which it became responsible. The general agent or managerial office pays the dues of the members allotted. Mr. Criswell's recommendations were considered by a special committee of which S. T. Whatley of the Aetna Life was chairman. This committee recommended that the Criswell plan be adopted. The managers' department of the association at its meeting this week presided over by S. T. Chase, Connecticut Mutual, voted unanimously to approve the plan. This will give at once a membership in Chicago of about 900.

## DETROIT AGENCY TO HAVE ITS CONFERENCE

The Detroit general agency of the Northwestern Mutual Life will hold its annual agency meeting Feb. 4-5. M. J. Cleary, Ralph Perry and William Ray Chapman will be present from the home office. The banquet will be held Feb. 5, over which General Agent Milton L. Woodward will preside. The Detroit agency comprises six counties. Until two years ago it had 36 counties. Last year although in a smaller territory, the agency produced the largest business in its history, having paid for \$14,000,000. This was all done by Northwestern Mutual agents, as no brokerage or surplus business is accepted. During December its business was \$2,060,000.

#### Maryland Life Convention

The annual two-day convention of agents of the Maryland Life from Georgia, South Carolina, North Carolina, Virginia, West Virginia, Pennsylvania and Washington, D. C., opened Wednesday in Baltimore with an address by Charles C. Clabaugh, Friend L. Wells, Baltimore, general agent of the Aetna Life, was the principal speaker at the luncheon.

The meeting closed with a banquet at which the main speaker was Douglas H. Rose, president of the company. Other officers of the company made short addresses.

subject "Conducting Agency Meetings," developed many interesting and practicable ideas from his experience.

#### New Publication Introduced

W. T. Plogstherth introduced to the conference the new confidential weekly publication, "The Monday Morning Messages" and other home office aids. A. J. McAndless gave numerous cases illustrating his topic "Some High Points on Disability." Thursday evening each of the superintendents held round table dinner discussions for their own men.

Although the convention officially ended last week, many of the men, particularly those from a distance, stayed over for conferences this week. It was the consensus of opinion that this conference was outstandingly successful, measured by standards of earnestness, value of the program, and practicality. The conference, many of the men reported, was one of the most helpful they had ever attended.

## MAC ARTHUR IS MADE FIRST VICE PRESIDENT

### ELECTED BY CENTRAL LIFE

R. E. Irish Has Been Elected Vice-  
president and Head of the Agency  
Department

At the meeting of the board of directors of the Central Life of Chicago this week Alfred MacArthur, who recently acquired control of the company, was elected first vice-president. He will be the executive head of the company and is directing its affairs. Mr. MacArthur has high ambitions for the Central Life and has already initiated movements to increase its business and activities. He was formerly home office general agent of the National Life, U. S. A. in Chicago, leading the agents in personal production for many years.

R. E. Irish, who recently resigned



ALFRED MacARTHUR

as superintendent of agents of the Bankers Reserve Life of Omaha, was elected vice-president and director of agencies of the Central Life. He was formerly supervisor of agencies of the National Life, U. S. A. when Mr. MacArthur was connected with the company as a general agent.

## LUCKY MAN CONTEST IN MIDLAND MUTUAL

The Midland Mutual Life of Columbus, O., conducted in December a "lucky man" campaign. President H. B. Arnold set aside \$100 for the full-time agents and \$50 for the part-time men. The names of all agents in the two classes were placed in envelopes and sealed. However, in order to win the prize it was necessary for a man to write \$10,000 and pay for that amount in December on the annual basis. D. R. Coleman, general agent at Elizabeth, N. J., won the \$100 prize and C. C. Schoner of Canton, O., the part-time prize. The company received approximately \$2,200,000 in December and over \$2,000,000 paid for as a result of this "lucky man" prize idea. The Midland Mutual exceeded \$100,000,000 business in force Dec. 31 by about \$250,000.

#### Maryland Casualty Group

A broad and enlarged group program was recently provided employees of the Maryland Casualty when a contract was signed by F. Highlands Burns, president, with the Metropolitan Life. Under the revised plan individual benefits have been made unusually attractive and the total amount of life insurance is increased to more than \$5,000,000.

## MERGER NECESSITATES TAKING NEW QUARTERS

### AMERICAN SAVINGS EXPANDS

Kansas City, Mo., Company Recently  
Took Over Equitable Savings of  
Kansas City, Kan.

KANSAS CITY, MO., Jan. 17.—The American Savings Life of this city of which R. S. Tiernan is president, has taken new offices on the seventh floor of the Board of Trade building, occupying an entire wing of the building. The executive offices of the Central Life of Fort Scott occupy a part of the suite. The officers of the two companies are the same.

The American Savings Life and the Equitable Savings Life of Kansas City, Kansas, recently merged under the name of the American Savings Life. At the close of 1928 the merged company had \$11,000,000 of life insurance in force. The two companies wrote \$5,861,000 during 1928.

There are 21 people employed in the offices of the American Savings and the executive offices of the Central Life of Fort Scott.

## OLD LINE OF LINCOLN WINS SUIT WITH AGENT

A verdict has been rendered in the Nebraska district court in favor of the Old Line of Lincoln in a suit against the company by a former agent. The agent, Frank S. Rowley, worked for the company for a number of years and finally left the service after making a full settlement in writing. Later the company was advised by policyholders that they had paid their premiums direct to Rowley. The company then brought this to the attention of Rowley and he paid the premiums which he had collected. However, he refused to pay some of the money he had collected. He later brought suit against the Old Line for \$21,344.71 which he alleged was due him in commissions. The company replied to the claim by saying that they did not owe the agent anything and that the suit was brought to cover up delinquencies of the agent in refusing to turn over money collected from certain policyholders.

The court found that the company did not owe the agent anything, but on the contrary the agent owed the company \$432.88.

## BANKERS NATIONAL LIFE APPOINTS AND PROMOTES

Emory F. Roberts, formerly actuary and supervisor of the application and policy department of the Bankers National Life, has been made a vice-president of the company. Arthur Howell, formerly with the Equitable Life of New York, has joined the company as registrar. George Ramee, formerly assistant superintendent of agencies, has been made superintendent of agencies. James Webb has been reelected treasurer. Mr. Webb had been serving the unexpired term of H. G. Austin, formerly vice-president, and now vice-president and supervisor of the Chicago district office. Dr. B. T. D. Schwartz has been appointed assistant medical director.

#### Monday Morning Messages

The entire situation at a glance—that is the method of putting forth life insurance programs that is being used in the "Monday Morning Messages," a new agency publication of the Lincoln National Life. The subject under consideration is either graphed or charted in a way that is easily visualized and then printed in two colors. The result is an attention getting layout that puts the message over to the agent at a glance.



## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Mgr. GEORGE C. ROEDING and O. E. SCHWARTZ, Asso. Mgrs.

C. M. CARTWRIGHT, Managing Editor  
HOWARD J. BURRIDGE, Associate Editor  
FRANK A. POST, Associate Editor

PUBLICATION OFFICE: Insurance Exchange, CHICAGO. Telephone Wabash 2704  
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5781, RALPH E. RICHMAN, Manager.  
E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE  
80 Maiden Lane, Tel. John 1032  
GEORGE A. WATSON, Associate Editor  
CHESTER C. NASH, JR., Associate Editor

SOUTHEASTERN OFFICE—ATLANTA, GA.  
1517 Fourth National Bank Building  
W. J. SMYTH, Resident Manager

SAN FRANCISCO OFFICE  
105 Montgomery Street, Tel. Kearny 3399, FRANK W. BLAND, Resident Manager  
Entered as Second-class matter June 9, 1900, at Post Office at Chicago, Ill., Under Act March 3, 1879

Subscription Price, \$3.00 a year; in Canada, \$4.00 a year. Single Copies 15 cents  
In Combination with The National Underwriter (Fire and Casualty) \$5.50 a year. Canada \$7.50

### Broadcasting Insurance Messages

PRESIDENT DARWIN P. KINGSLEY of the NEW YORK LIFE, on the night that the home office building was dedicated by a banquet, Dec. 12, broadcasted a remarkable radio address from the officers dining room of the new building at 51 Madison avenue. President KINGSLEY had a wonderful theme on a wonderful occasion. It was an opportunity that will not come to him again so that it is difficult to measure the effects of that address. The returns were very favorable and came in a number of ways. Under ordinary occasions naturally President KINGSLEY does not know what the effect would be.

The radio offers an opportunity for insurance presidents to talk on intimate terms with policyholders, agents and friends. It is impossible these days for the president of a great corporation to come in physical contact and speak face to face with those that are associated with the company as much as he might like to do so.

Recently QUIN RYAN, the well known head of the radio broadcasting service of

WGN in Chicago, who is one of the great radio men in his line of work, in an address before the OHIO SOCIETY of Chicago, told about the mystic influence of a voice from the air. He said that there is something particularly impressive about a voice coming from a distant point through the ether. JEANNE D'ARC heard mystic voices in France that drove her to a frenzy of patriotic enthusiasm. One cannot escape the mystical phase of radio broadcasting. To many President KINGSLEY is but a name. Thousands of policyholders of the NEW YORK LIFE have a personal interest in their company. They may not be able to see the man at the head of the organization, who is one of the great leaders of the country. To hear his voice would bring some satisfaction.

We hope that President KINGSLEY will repeat the broadcasting experiment and bring to the people a message of inspiration and encouragement dealing with life insurance in its fundamental relations with the people. In our opinion such an effort is worth while.

### Early Publication of Annual Statements

WHATEVER may be the opinion of the managers and officers of insurance companies concerning the different classes of the business, it is admitted by all that in the transaction of the business competition is keen. The statements, showing the results of the year's operations, published by the insurance companies after the figures are compiled, are awaited with much interest by the insurance world and to a certain extent by the general public. The officers and those interested in the business, and in fact the general public, and especially the representatives of the companies are vitally interested in learning of the progress of the companies they represent. They are also interested in the progress of other companies.

The publication of annual statements, through the insurance press, is given closer attention than the regular advertisements.

Some managers of large insurance corporations claim that public opinion is misled by the use of figures showing financial strength as an advertising medium. The people today are more interested in human interest advertising, and publicity which shows that insurance companies are alive to the needs of their agents and policyholders, and

are prepared to render real service to them. Examples of such publicity appear from time to time in insurance journals.

However, in comparing the interest which such form of advertisement creates, the publication of a company's annual statement at the earliest possible date in the year doubtless will eclipse in interest any other advertisement which a company can devise. If a company has made progress during the previous 12 months, it has a splendid opportunity, in the early part of each year, to attract attention to itself by the publication in insurance journals of the figures shown by its annual statement.

It has been said that variety is "the spice of life." But it is much more than that. It is one of the very essentials of a correct diet of living, just as variety of food is an essential of a correct diet of nourishment.

As the soil of agricultural land requires rotation of crops in order to produce the best results, so does the soil of our inner being require variety of treatment in order to remain elastic and fertile, and to enable us to produce the best we are capable of.—Otto H. Kahn.

### PERSONAL GLIMPSES OF LIFE UNDERWRITERS

At the annual meeting of the First National Bank of St. Louis, **Hillsman Taylor**, president of the Missouri State Life, was elected a director. Prior to going to St. Louis, Mr. Taylor was general counsel for the Cotton States Life and was for a number of years associated with Caldwell & Co., investment bankers of Nashville, Tenn. He has been president of the Missouri State Life since Jan. 17, 1928. The First National Bank with resources of more than \$160,000,000 is the largest bank in that city.

**Dr. H. E. Sharrer**, who recently retired as president of the Northern States Life of Hammond, Ind., has gone to the West Indies to take in the Shriners' meeting and will spend a number of weeks lolling in the sunshine eating oranges, pomegranates, bananas and picking strawberries right from the vines. Dr. Sharrer made a handsome profit on the sale of his stock and is reputed to be in good shape financially.

**Burton H. Wright**, chairman of the board of the State Mutual Life, completed 50 years of active service with the company last week. His office was filled with flowers sent to him by his associates and others in commemoration of this notable record. He entered the office of the State Mutual Jan. 7, 1879. It then had \$10,000,000 insurance in force and assets of \$2,300,000. His first duties were those of a clerk. He was advanced to the offices of cashier, superintendent of agencies and secretary. He was elected president in 1910, succeeding Col. A. George Bullock. Mr. Wright retired from the presidency in 1927, being succeeded by Chandler Bullock. In addition to being chairman of the board, Mr. Wright is chairman of the finance committee.

**Charles M. Biscay, Jr.**, manager of the home office agency of the Western & Southern Life, is being congratulated upon the arrival of a daughter, Myra Jean.

Assured by many friends, both business men and farmers, that he has an idea of practical value toward a solution of the farm problem, **David P. Smith**, general agent of the Central Life of Iowa, has sent a draft of his plan to President-elect Herbert Hoover, with the request that the plan be submitted to the new secretary of agriculture and to Congressman L. D. Dickinson.

Mr. Smith's plan is the perfection of a township or district organization through which crop and live stock marketing be carried on and he suggests the utilization of the farm bureaus. He suggests a board of several representatives from each township be employed to make an inventory of crops and stock in their districts.

The author of the plan since 1900 has been in constant contact with farmers and farm communities in his capacity of life insurance underwriter.

**Dr. Henry A. Martelle**, assistant medical director of the Connecticut Mutual Life, died at his home in Hartford, Jan. 10, after an illness of several days. Although in failing health for some time, he had been attentive to his duties in the medical department of the company.

Dr. Martelle was born in Richmond, Me., Aug. 8, 1879, and attended Bowdoin College at Brunswick, that state. He graduated from Johns Hopkins Medical School at Baltimore in 1905, served as an interne at the Hartford Hospital, and went to the Connecticut Mutual several years ago from the medical department of the Travelers. He had been assistant medical director since 1915.

**John R. Dumont**, retiring insurance commissioner of Nebraska, who has been appointed manager of the Interstate Underwriters Board of New York



**JOHN R. DUMONT**  
Retiring Nebraska Commissioner Who Takes New York Position

City, which will handle the general floater fire insurance, has returned to his home in Lincoln preparatory to taking his new position. Mr. Dumont will not move his family to New York for the time being. His office will be at 135 William street, New York City. Prior to his leaving Lincoln for New York, the insurance companies with home offices in Lincoln—fire, life, casualty and fraternal—presented him with a magnificent platinum watch and chain.

**M. N. Hatcher** of Hatcher Brothers, state agents at Fargo, N. D., for the Great West Life, has resigned the presidency of the Union Transfer Company of Fargo, which he helped to found in 1906 and in the development of which he had a big share. Mr. Hatcher stated that he wished to devote all his time to his insurance work and to the interests of the North Dakota Fair Association, of which he is president.

**Mrs. Alice Hobbs Peak**, widow of George B. Peak, founder of the Central Life of Iowa, fell at her home in Des Moines last week, fracturing her hip bone, and is now at Iowa Methodist Hospital, where her condition is reported as serious. She is 73 years of age. George A. Peak and Mrs. T. C. Denny of Des Moines are her children.

At the conclusion of the annual meeting of South Bend agency of the Mutual Life of New York, **B. W. Scheib** was awarded a silver loving cup in recognition of his record of individual production during 1928 by Argyle Brown, manager.

When **William R. Baker** retired as insurance commissioner of Kansas Monday, he became a junior member of the law firm of Snattinger, Henning & Baker of Topeka and Kansas City, Mo. Irwin Snattinger, head of the firm, was for years adjuster for some of the large casualty companies. E. H. Henning is a compensation and corporation lawyer. The firm expects to devote all its energies to insurance and corporation law and will not go into the general practice. It will specialize in workmen's compensation litigation and adjustment.

Mr. Baker was graduated from the law school of the University of Kansas and admitted to the bar in 1915. He was just getting his law practice under way when the United States joined the World War. He volunteered and became an officer of the 117th ammunition train, the Kansas unit of the Rainbow division, and served two years overseas. When he returned to Kansas he was appointed assistant superintendent of insurance by F. L. Travis and after



serving two years in that capacity joined the staff of the Liberty Life of Topeka. He was elected insurance superintendent in 1922 and has served six years.

**John A. Stevenson**, manager of the Penn Mutual's home office agency, and an author of high repute in educational as well as life insurance circles, contributes two chapters to a valuable new book for use in secondary and other schools, just issued by Ginn & Co. Its title is "Commercial Education in Secondary Schools," and its editor is Harry D. Kitson, professor of education, Teachers College, Columbia University. Mr. Stevenson's two chapters are entitled, "Building the Commercial Curriculum," and "Salesmanship." In the first of these chapters Mr. Stevenson discusses the nature of the studies to be undertaken by the student who would absorb a commercial education.

The author's wide experience in that branch of pedagogy gives authority to what he says. In the second chapter Mr. Stevenson tells why salesmen should be trained, what they should be taught, and how the knowledge should be imparted. Of course, Mr. Stevenson is a master of this subject.

**J. Stanley Scott**, secretary of the life department of the Travelers, whose signature on life insurance policies is familiar to thousands of Travelers agents and policyholders, observed his 60th anniversary of service with the Travelers Jan. 9. His desk at the office was a

profusion of bouquets containing sixty blossoms each. He will be 81 years old in February.

Mr. Scott has been associated with the Travelers longer than any other person. His service was begun in 1869 when the Travelers was only five years old and was still occupying its first building in Hartford. His first duties were those of an assistant bookkeeper.

At the time when Mr. Scott joined the Travelers, the company reckoned its life insurance by the hundreds of thousands rather than by the hundreds of millions. Life insurance itself was still in its probationary stage. Some ministers of the gospel were still preaching against it. The man who owned a \$1,000 policy considered himself well insured, and the man who had more than \$5,000 was the exception in his community.

Mr. Scott has lived in Hartford since 1870. During his connection with the Travelers he has seen the home office force grow from 16 employees to nearly 6,000 and the income from about \$750,000 a year to \$207,448,000 at the close of 1928.

Mr. Scott has served under the three presidents: James G. Batterson, Sylvester C. Dunham and Louis F. Butler.

**Harry L. French**, general agent for the Northwestern Mutual Life at Madison, Wis., has been elected a director of the First National Bank at Madison and also the Central Wisconsin Trust Company of that city.

## LIFE AGENCY CHANGES

### PHOENIX MUTUAL PROMOTIONS

**Kull and Williams Given Managerships in New York—Carlton to Seattle**

The Phoenix Mutual Life has announced the appointment of three new agency managers. John H. Kull will take charge of the Phoenix Mutual Columbus Circle Agency, 1775 Broadway, New York. He has a record of more than 17 years of service as a full-time personal representative. As a boy of 17, he became a clerk in the company's first New York agency. Through unusual sales ability and a capacity for hard work, he constantly advanced until, in 1924, he was promoted to the position of assistant manager.

S. Berne Carlton will manage the Phoenix Mutual agency at Seattle, Wash. He has been engaged in sales work for more than 16 years. He attended and graduated from the Phoenix Mutual home office service school.

For a number of months Mr. Carlton devoted his energies to the field development of the salary allotment insurance department, for which his group insurance experience had particularly fitted him. The caliber of his work was such that he was recalled to the home office and given special training for the position of manager.

With the forming of a fourth New York agency, the Phoenix Mutual has appointed Robert J. Williams as manager of its new offices at Madison avenue. Mr. Williams has had long experience in life insurance, both as a personal representative and as director of education of the Union Central Life and as associate manager of its agency in Cincinnati.

#### Charles T. Cravens

Charles T. Cravens, son of Charles A. Cravens, for 15 years general agent at Louisville for the National Life of Vermont, has joined his father in the agency, which becomes Charles A. Cravens & Son. Young Cravens graduated from the Wharton School, University of Pennsylvania, where he studied under Dr. S. S. Huebner.

### JOHN HANCOCK HAS CHANGES

**Toledo Agency Attached to Columbus Office—L. J. Lynch Takes Over Minneapolis Agency**

Fred W. Sweet, general agent of the John Hancock Mutual Life at Toledo, has voluntarily tendered his resignation. He will continue to represent the company at Akron, where he was district agent for 16 years prior to taking up the position at Toledo.

For the time being the Toledo office will be attached to the Columbus general agency of Ralph W. Hoyer.

Lloyd J. Lynch, who has recently been appointed general agent of the John Hancock Mutual Life at Minneapolis, has for seven years been engaged in life insurance in that city, being associated with the Massachusetts Mutual as agent and supervisor.

Mr. Lynch is a graduate of the University of Minnesota, and took the life insurance course at Carnegie Tech. He will have charge of organization work in the Minneapolis territory.

The Butts agency, it is announced, will continue under direct contract as general agent at its present offices, but will confine its work to personal business.

### CAMPS GOES TO PROVIDENCE

**Penn Mutual Life Promotes Utica, N. Y., Salesman to Be Head of General Agency**

Manuel Camps, Jr., has been placed in charge of the Penn Mutual's agency in Providence as general agent. Mr. Camps has for several years been a member of the Utica, N. Y., agency, in a supervisory capacity. His ability had attracted the notice of Vice-president Hart, and had put him in line for an important appointment when the opportunity came. Providence is first class life insurance territory. This promotion is one of several that have recently been made in the ranks of Penn Mutual representatives.

Walter K. R. Holm will continue with the company, in association with Mr.

## NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

O. J. ARNOLD, President

**STRONG - Minneapolis, Minn. - LIBERAL**

# 44<sup>TH</sup> YEAR

## Greatest Year in Company's History

**Gain in Paid-for Insurance in Force . . . . .**  
30 MILLION DOLLARS 12%

**An increase over the gain made in 1927 of over**  
7 MILLION DOLLARS 30%

**New Business During the Year — Paid-for basis**  
64 MILLION DOLLARS

**An Increase over 1927 New Business of over . . . .**  
7 MILLION DOLLARS 12½%

**Admitted Assets increased over . . . . .**  
3¾ MILLION DOLLARS 13%

## FINANCIAL STATEMENT

December 31, 1928

### RESOURCES

Bonds,	
Government, State, County,	
and Municipal . . . . .	\$5,680,653.85
Railroad, Public	
Utility, etc. . . . .	7,726,495.37
	\$13,407,149.22
First Mtg. Loans (City and Farm) . . . . .	9,924,248.72
Collateral Loans . . . . .	400,000.00
Policy Loans . . . . .	5,513,660.77
Real Estate . . . . .	1,749,202.70
Premiums, Due and Deferred . . . . .	1,363,245.00
Cash on Hand . . . . .	208,481.01
Interest Due and Accrued and Other Assets	641,590.99
<b>TOTAL . . . . .</b>	<b>\$33,207,578.41</b>

### LIABILITIES

Reserve on Policies . . . . .	\$26,787,889.00
Death Claims Due and Unpaid . . . . .	None
Claims Reported but Proofs of Loss not Received . . . . .	142,917.88
Present Value of Death, Disability, and other Claims Payable in Instalments . . . . .	820,132.27
Premiums and Interest Paid in Advance . . . . .	171,435.48
Reserve for Taxes Payable in 1929 . . . . .	238,862.07
Profits for Distribution to Policyholders . . . . .	1,473,713.55
All other Liabilities . . . . .	130,194.99
Contingency Reserves . . . . .	879,504.41
Surplus to Policyholders (Including \$1,000,000.00 Paid in Capital) . . . . .	2,562,928.73
<b>TOTAL . . . . .</b>	<b>\$33,207,578.41</b>

## INSURANCE IN FORCE

# \$288,168,909.00

Camps, giving his time to personal production.

#### T. H. Anderes

T. H. Anderes of Minneapolis, supervisor of the Bankers Reserve Life of Omaha in Minnesota, has been appointed regional director of the Central Life of Chicago for the northwestern states, maintaining his headquarters in Minneapolis.

Before entering life insurance Mr. Anderes was secretary of a large banking corporation of Minneapolis and president of the Calhoun Realty Company of that city.

#### THOMSON IS MADE MANAGER

#### Well Known Travelers Man Takes Charge of the North American Life at Toronto

The North American Life of Toronto announces that J. S. Thomson has been appointed branch manager of Toronto to succeed O. B. Shortly, who was made manager of the group department. Mr. Thomson was born in the north of Scotland, was educated in George Heriot's College and Edinburgh University. He went to Canada in 1911 to

make a short visit. He was so impressed with the country that he decided to remain and became an accountant with a mercantile firm in Montreal. He went over in the war and retired as a captain. He returned to America, taking his old position, and in 1924 entered the service of the Travelers of Hartford, holding positions at Hartford, Springfield, Mass., and Montreal. Prior to his appointment with the North American Life he was assistant manager of the Travelers in Toronto.

#### D. W. Donley

D. W. Donley has been appointed manager of a branch office opened by the life department of the Philadelphia office of the Travelers. The new office is known as the central city branch. G. K. Birdseye, G. W. DeForrest and D. R. Fidle are assistant managers in the agency.

#### C. E. Hoppin

C. E. Hoppin, who for some time has been a member of the staff in the W. F. Preston general agency of the Northwestern National in Glasgow, Mont., has been made a partner in the agency. The agency is now known as the Preston-Hoppin agency. Mr. Hoppin has made a good record as a personal pro-

ducer and in 1928 ran second to Mr. Preston in this respect. Last year was the most successful the Preston agency has had. It ranked 11th among all of the companies' agencies.

#### D. D. Miller, F. C. Repass

Fred C. Repass has resigned as general agent of the Connecticut Mutual Life at Waterloo, Ia., after four years' service. His successor is Don D. Miller of Cedar Rapids. Mr. Repass will be associated with Mr. Miller in charge of the city organization and outside work in the vicinity.

Because of the growth of the business of the office, quarters will soon be moved from the fourth to the 10th floor of the Pioneer National Bank building, where more space is available.

Mr. Repass has been associated with the Connecticut Mutual Life for 17 years. Mr. Miller was formerly district manager for the Equitable of New York at Fort Dodge and Cedar Rapids.

#### American National Appointments

Paul K. Smith of Ames, Iowa, has been appointed northern and central Iowa manager for the American National of St. Louis. John C. Martin, for several years district manager in eastern Iowa for the New England Mutual at

Davenport, Iowa, has been made manager in Dallas, Texas, for the American National.

Other appointments announced by President O. L. Holland of the American National are: Herbert O. Gaul of Chillicothe, Mo., as state manager for northern Missouri, and Charles H. Shar- rick as state manager for Kansas, with headquarters at 1009-10 Gloyd building, Kansas City, Mo.

#### Garth Ferguson

Garth Ferguson of LaCenter, Ky., has been appointed state agent for the Manhattan Life of New York. He will maintain offices in Louisville, Ky.

#### Clyde D. Harrison

The Guardian Life announces the appointment of Clyde D. Harrison as manager of its Washington, D. C. agency. He will have his headquarters at 702 Denrike Building, 1010 Vermont avenue, N. W.

A member of the Washington agency for the past four years, Mr. Harrison is intimately acquainted with conditions in that territory.

#### W. R. Flower, Jr.

W. R. Flower, Jr., has been appointed manager for the Home Life in Los Angeles. He has had a successful experience both as a personal producer and as an agency builder in Des Moines.

#### R. W. Anderson, W. E. Freebairn

Rondo W. Anderson, assistant manager of the tri-state division of the Equitable Life of New York with headquarters in Salt Lake City, has joined the sales staff of the Sun Life of Canada there. W. E. Freebairn, a local agent of the Equitable in Salt Lake City for the past three years, succeeds Mr. Anderson with the title of agency assistant.

#### Karl L. Brackett

Karl L. Brackett, formerly supervisor for the John Hancock Mutual Life, has been appointed general agent for the company in San Francisco, succeeding W. B. O'Connor.

#### Sun Life Agency Appointments

The Sun Life of Canada announces the following appointments:

H. T. LeBrooy as manager in northern and central British West Indies; R. N. Gamble as manager for the Nicaragua division; W. J. Pocock of Windsor, Ont., as manager of a new division comprising the counties of Lambton, Kent and Essex.

#### A. H. Pickford

A. H. Pickford of Ames, Ia., has been appointed general agent of the Provident Mutual Life in Des Moines and surrounding territory, succeeding Norvin E. Smith, resigned. The Des Moines agency includes in its territory 55 counties in central Iowa.

Mr. Pickford was graduated from Iowa State College in 1915 and for 10 years did organization work for the farm bureau in Louisa, Cerro Gordo and Story counties. Three years ago he entered the insurance business and has been serving as assistant manager and supervisor of agents in Iowa for the Prudential. In addition to directing the activities of agents, Mr. Pickford in 1928 personally produced in excess of \$300,000 in business.

#### Life Agency Notes

John Wenstrand of Red Oak, Ia., has become district agent for the Bankers Life of Des Moines for Montgomery county.

Jackson Parrent, for a number of years an agent at Frankfort, Ky., for the Northwestern Mutual Life, has been promoted to the district agency at Lexington, Ky., and succeeded at Frankfort by Lynn Turner of Nicholasville.

## Our Agents Have

A Wider Field—  
An Increased Opportunity  
Because We Have

General Age Limits 0 to 60.  
Non-Medical Age Limits 0 to 45.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e., Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies, Medical and Non-Medical.

Same Rates for Males and Females, Medical and Non-Medical.

Double Indemnity and Total and Permanent Disability features for Males and Females alike, Medical and Non-Medical.

Standard and Substandard Risk Contracts.

Our Class C Senior Agents may write Non-Medical Applications for as much as \$3,000.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va.

## THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.



## EASTERN STATES ACTIVITIES

### BOSTON AGENCIES PROSPER

**Paul F. Clark's Organization Writes 20 Million—Moore & Summers Lead New England Mutual**

The Paul F. Clark agency at Boston of the John Hancock Mutual Life paid for \$20,726,836 of new life insurance in 1928. This was a gain of about \$500,000 over the previous year. The Clark agency led the company for the entire country and paid over \$4,000,000 more than its nearest competitor. The larger part of the business was written by the full time men in the agency and practically all of whom made an increase in their individual average production for the year. More than 25 members of the agency qualified for the company's "Merit Class," which, beginning with \$1,000,000 a year men, graduates downward.

#### Operating Seven Years

Moore & Summers of Boston, general agents at Boston for the New England Mutual Life, paid for \$12,655,000 in 1928, a gain of \$1,300,000 over 1927. It was the leading general agency of the company, its nearest competitor being \$3,500,000 below the Moore & Summers production. This agency has been operating for several years and 1928 was its best year. Most of the business was written on the ordinary life plan. Over \$8,000,000 was paid for by the full time men in the organization.

#### Pleased With Conway

Insurance men who have had occasion to discuss business matters with Albert Conway, the new superintendent of insurance for New York, are a unit in saying that he possesses a keen mind and is actuated by a desire to pass fairly upon all problems submitted him. His general attitude is similar to that of his predecessor in office, J. A. Beha. Mr. Conway insists that all phases of a situation be laid before him. If he discovers any attempt to hold back, his legal mind at once begins searching for the hidden elements. The only way to deal with the superintendent, as insurance men have already discovered, is to lay all their cards upon the table, face up; a condition that will appeal to every right thinking party.

#### Insurance Fraud Uncovered

A life insurance fraud has been uncovered in Pittsburgh. It is said that the insurance conspiracy involves more than \$500,000 and 100 or more persons. The old scheme of having a healthy person examined after the insurance was taken out on a sick person was used. The case which opened the investigation was that of Fred Sahadi. Mr. Sahadi took the examination for his cousin, George Saddle, who afterwards died. The policy was with the John Hancock Mutual and amounted to \$5,000.

#### Duff Speaks at Harrisburg

William M. Duff, president of the Edward A. Woods Company, general agent of the Equitable Life of New York at Pittsburgh, Pa., addressed a meeting of agents of the Woods company in the Harrisburg, Pa., field at a luncheon meeting in that city. Mr. Duff, while in Harrisburg, was the guest of J. Edgar Knott, district manager of the Woods office there.

#### Farewell Dinner for Harwood

Arthur F. Harwood, retiring district manager at Saginaw, Mich., for the Sun Life, was banqueted by his associates last week just prior to going to Toledo, Ohio, where he has been named manager of the district office. Fred R.

Skinner will succeed Mr. Harwood at Saginaw. Among speakers at the farewell dinner were H. C. Leach, from the home office at Montreal; his assistant, George McIntosh; Ernest W. Owen, Detroit, southern Michigan division manager; Scott W. Helm, Marquette, northern Michigan division manager, and various associates of Mr. Harwood at the Saginaw offices.

#### Massachusetts Department Changes

Commissioner Brown of Massachusetts has submitted to Governor Allen for approval the appointments of Hosea Harden as second deputy commissioner, succeeding the late William O. Richard-

son, and Edgar P. Daugherty as third deputy, succeeding Mr. Harden. Mr. Daugherty has been the representative of the Massachusetts department in the Massachusetts Automobile Rating & Accident Prevention Bureau.

#### Guests of Trust Company

Members of the Life Underwriters Association of Newark will be guests of the Fidelity Union Trust Company of their city at a dinner to be held there Jan. 21. It is expected Paul F. Clark, president of the National Association of Life Underwriters, will be in attendance, as well as other prominent figures in life underwriting and financial circles.

#### Federal Reserve in Ohio

The Federal Reserve Life of Kansas City, Kan., is applying for license in Ohio.

men among the members. They are, in the senate, Gus A. Dworak, Omaha, insurance salesman; James A. Rodman, former officer of Omaha life companies, and still interested, and Rudolph Brazda, who conducts a general agency at West Point. In the house the only insurance men are John McLellan, veteran from Grand Island, and Fred A. Mueller from Kearney, who are general agency men.

#### Hughes Agency in Lead

The Des Moines agency of the Northwestern Mutual Life under General Agent J. J. Hughes again leads the state for the seventh consecutive year in paid-for business. The agency paid for \$3,164,000 in 1928, nosing out the J. C. Garland general agency at Dubuque, with \$3,132,000, by a whirlwind finish in December.

Iowa agencies of the Northwestern Mutual will show about \$13,000,000 paid for in 1928, an increase over 1927 of more than \$1,000,000.

#### Hamilton Joins Leopold Office

Cecil E. Hamilton, who has had 12 years' experience in life insurance work, for the past year with the Eliel & Loeb Company of Chicago, has become manager of the life insurance department of Harold E. Leopold, Inc., Illinois Merchants Bank building, Chicago. Mr. Leopold has written some very large life insurance lines in Chicago and in order to give the fullest service to his clients along that line has now established a new department, with Mr. Hamilton in charge. The office will operate on a brokerage basis and will not have a general agency contract with any company.

#### Postpone Agents' Meeting

The state meeting of the agents of the Northwestern Mutual Life, scheduled to be held in Mason City, Ia., Jan. 7-8, was postponed until Jan. 27-29.

#### Form General Life Agency Company

The General Life Agency Company of Springfield, Ill., has been incorporated with \$15,000 capital. James H. Ashby, Arthur T. Kincaid and Enoch J. Ashby are the incorporators. The agency has a contract with the recently organized General Life for exclusive rights for that company in Illinois.

#### Wisconsin Agents Meet

President H. G. Royer and Vice-President J. A. Sullivan of the Great Northern Life were in Milwaukee this week for a meeting of the Wisconsin agents of that company.

## IN THE MISSISSIPPI VALLEY

### NEW TAX PLAN IN KANSAS

**Joint Legislative Committee Would Put Home Companies on Same Basis as Outsiders**

TOPEKA, KAN., Jan. 16.—The joint tax committee of the Kansas legislature has worked out a plan intended to stop the long controversy between the Kansas insurance companies and the state relative to taxes. The committee has introduced a bill to require Kansas companies to pay the 2 percent premium tax now charged against companies writing business in Kansas but incorporated in other states or foreign countries.

The Kansas insurance companies were given the advantage of 2 percent premium tax over companies from outside the state in order to induce the organization of Kansas companies. The new plan will put all companies upon the same tax basis.

The state has contended that the surplus and reserves of the companies were subject to tax. This would not reach to the companies outside the state but might injure the Kansas organizations. It was determined to levy the usual taxes against the real estate and buildings owned by the Kansas companies, but the 2 percent premium tax would be in lieu of all assessments against other property held by the companies and no effort would be made to tax their reserves or other investments.

#### Kansas Senate Insurance Committee

It was announced this week that Ralph Pfouts of Atchison will be chairman of the Kansas senate committee on insurance. Mr. Pfouts is a lawyer who has had considerable insurance practice. It has been expected that H. K. Lindsley of Wichita, president of the Farmers & Bankers Life, would be chairman of the senate insurance committee. However, Mr. Lindsley preferred being chairman of the senate committee on cities of the first class. He will be a member of the insurance committee. John Gray of Kirwin, an insurance agent, will also be a member of the committee. J. W. Graybill, lieutenant governor, has not announced the full membership of the committee. Mr. Graybill is the grand master of the A. O. U. W.

#### Secretary Moss Resigns

T. R. Moss, secretary and treasurer of the Illinois Insurance Federation, has resigned. John C. Lanphier, Jr., of Springfield, who is president; George D. Webb of Conkling, Price & Webb and Harry C. McNamer of the Equitable Life of New York in Chicago have been named as a committee to secure a successor to Mr. Moss. The board of directors met and discussed legislative problems that will likely come up at the present session.

### TWO NEW OFFICERS ELECTED

**Country Life of Chicago Makes G. F. Tullock Secretary, George Fox Treasurer**

At its latest executive meeting the Country Life of Chicago, which has received its Illinois license, elected the following new officers: Secretary, George F. Tullock, Rockford; treasurer, George Fox, Sycamore, Ill. Earl C. Smith of Pittsfield, Ill., is president and F. D. Barton of Cornell is first vice-president. The company was organized by the Illinois Agricultural Association, and will operate with the county farm bureaus of the state as its agencies.

In its first week of activity the company received applications for \$12,000,000 of insurance, its officers report. This business was almost all pledged while the company was in process of organization.

#### Nebraska Insurance Committees

Senator Warher again heads the insurance committee of the Nebraska senate. With him are two lawyers, three bankers, a merchant, a farmer and a railroad mechanic. In the house A. D. Spencer of Barneston, a banker familiar with insurance problems, heads the committee. Four farmers, all experienced legislators, a retired druggist, a civil engineer, a retired farmer and a hardware merchant who is the democratic floor leader, form the committee. The roster shows very few insurance

## IN THE SOUTH AND SOUTHWEST

### EGAN'S PLAN GETS RESULTS

**Supervisors, District Representatives and Agents Operate Under Close Supervision**

James F. Egan, general agent of the Atlantic Life of Richmond, Va., who handles all of Texas except five counties, is doing an unusual job of production under close supervision in the Dallas territory. The basis of the system is the enforcement of work rules which are mandatory, not simply advisory. Each full-time agent is required to canvass not less than six hours each working day and not less than five days a week. Although the agent may work 50 to 60 hours a week, Mr. Egan does not encourage more than six canvasses a day nor a day longer than six hours. Every supervisor, district general agent, and full-time agent makes each day a detailed written report on his work. A full-time agent is required to produce not less than \$20,000 a month of paid-for business during the first six months

of his service, and not less than \$25,000 a month thereafter. The part-time agents also operate on a close work schedule.

#### Uses Tried Methods

Mr. Egan claims that there is nothing new in the system, but that it is merely the integration and enforcement of working methods that already have been tested by thousands of other men all over the country.

Mr. Egan, who makes his home in Dallas, is promoting a company that is to issue a combination of loans, investment bonds, and life insurance. The company Mr. Egan is promoting is known as the Guaranty Investment Corporation. A feature of the business is that no bonuses or commissions will be charged on loans made. Only a straight interest rate will be charged. The insurance investment bonds will be a combination of legal reserve life insurance issued by a company licensed in Texas and an investment to protect the securities, to be paid for under various plans from the monthly payment to the

## MANAGER WANTED

For

### LIFE DEPARTMENT OF MORTGAGE INVESTMENT, INSURANCE AND REALTY FIRM

We are looking for a successful, experienced life insurance man of the conservative type to take complete charge of our Life Insurance Department. The man we want is one who can see an opportunity and knows how to cash in on it. He should be able to adapt himself to doing business with anyone from a common laborer to the highest type of business man.

Our organization is well established and known to everyone in the community. With the co-operation of our various departments in giving leads, etc., it should be possible to write a million dollars of business the first year.

Write giving full particulars, such as age, education, experience, etc. Correspondence will be treated strictly confidential.

ADDRESS H-85  
THE NATIONAL UNDERWRITER

## Going to Change? Make It Your Last Change

If you go with the Columbus Mutual, You will never Seek a New Connection for its Distinctive System Guarantees Lowest Net Cost and Satisfaction to Policyholders and Maximum Compensation and Satisfaction to Fieldmen. This Company does not Lose Policyholders Financially Able to Keep their Insurance in Force nor does it Lose Producing Agents.

There are no Middlemen—General Agents, Branch Managers, etc. Great Savings, thus Effected, go to Policyholders and Fieldmen.

The Columbus Mutual's Agency Appointing Privilege Opens the Door to the Most Profitable Endeavor in Life Insurance.

An Immediate Inquiry Will Well Repay You.

COLUMBUS MUTUAL LIFE

C. W. Brandon,  
President



Columbus,  
Ohio

"BEST in the BEST Chart"

annual payment. They will become full-paid or payable to the investors in 10, 15, 20 or 25 years at the buyer's option, with the cash endowment or paid-up insurance forming a part of the insurance investment bond combination.

### STYRON IS NOW IN CHARGE

Penn Mutual Agency Supervisor Becomes the General Manager of the Stonewall Life

C. R. Styron has been appointed general manager of the Stonewall Life of Vicksburg, Miss. He has spent his insurance career in the northern and eastern states and has had a wide experience. He is a native of North Carolina and entered the insurance business with a North Carolina company. He represented the Equitable Life as supervisor, and the Bankers Life as agency manager. He has been agency supervisor of the Penn Mutual and resigns that position to become general manager of the Stonewall Life. He has been in the business for the last 20 years.

Mr. Styron sees the need for a company like the Stonewall Life dealing especially with Mississippi and southern policyholders. There is only one other legal reserve life company in the state, that being the Lamar Life. The interests back of the Stonewall Life are important business men who intend to see the company forwarded in every possible manner. John A. Hennessey is president; A. J. Martin, vice-president; W. G. Paxton, treasurer, and Sam L. Switzer, secretary. Mr. Hennessey is president of the Continental Hotel Company, vice-president of the Century Realty Company, a member of the firm of T. L. Hennessey & Bro., director of the Delta Ice & Coal Storage Company. Mr. Martin is proprietor of marble works. Mr. Paxton is president of the American Bank & Trust Co. of Vicksburg. Mr. Switzer is treasurer of the Valley Dry Goods Company and treasurer of Chamberlin & Patterson.

The company was licensed in August. The original capital was \$50,000 with \$50,000 surplus. The \$50,000 capital has been paid in and the authorized capital has been increased to \$500,000 and surplus of like amount.

### DEPOSITORY CHANGE SOUGHT

Insurance Companies' Securities on Deposit With State Double in Last Four Years

FRANKFORT, KY., Jan. 17.—The business of insurance companies in Kentucky has grown to such an extent that the deposits of the companies have increased from \$8,000,000 in 1924 to \$17,000,000 in 1928. This total is certain to grow during this year. As a result there has been much discussion this week at the insurance department here concerning the proper handling of securities which these life insurance companies are compelled by law to deposit with the state for the protection of the policyholders.

The suggestion is frequently made that Kentucky might adopt the Missouri plan of keeping the securities of insurance companies in the great banking house vaults in the larger cities of the state. Following this method the Louisville companies would keep their securities in Louisville and the Lexington companies in Lexington, and the securities deposited by foreign companies could be kept in either city at the convenience or wish of the insurance companies and the insurance commission.

A securities clerk would be able to keep just as complete list in that way as under the present system.

### Reports Record Year

The Gulf States Life, Dallas, ended its first year with an agency banquet and dance. President Z. E. Marvin announced the company's new business for

the first year approximates \$11,000,000, which he says is a record. He claims no life company in the United States wrote as much as \$11,000,000 business the first year of its existence. Judge John Maxwell of Waco and Mike Lively of Dallas were the chief speakers at the gathering.

### Richmond Suicide Heavily Insured

Dr. A. Murat Willis, well known Richmond, Va., surgeon, who committed suicide recently, carried \$260,000 of life insurance, a considerable portion of it being written on the term plan. It is understood that none of the insurance was affected by the usual one-year suicide clause. Dr. Willis had been greatly depressed for some time prior to his death and is believed to have been mentally unbalanced. In early life he worked for several years as a life insurance agent in Richmond.

### Alamo Life's Progress

The Alamo Life of San Antonio, Texas, announces that it has passed the \$10,000,000 mark in business in force. Its paid-for business last year was \$4,878,000. This was an increase of \$750,000. The gain in force was \$2,500,000. The Alamo Life reports that 75 per cent of its business the last three years has been written on the non-medical form, providing for not to exceed \$2,500 of insurance issued on that plan. Its mortality ratio has been very favorable. With over 200 agents in the field, the Alamo Life had four agents producing between \$250,000 and \$300,000 and 16 with over \$100,000.

### Twisting Case Coming Up

Ed N. Caldwell of Glasgow, Ky., agent for the Northwestern Mutual Life, accused of "twisting," and threatened with suspension for 90 days by Commissioner Saufley, will bring his case before the federal court this week.

### Present Portrait to Salesman

Forty-two representatives of the Great National Life gathered at Dallas last week for their regular sales conference. Bert J. Jones, active vice-president, was toastmaster at the informal banquet in the evening and Dr. L. D. Young the principal speaker with the subject, "Ten Certainties of Life Insurance." A life-size crayon portrait, drawn by H. M. Haney, was presented to Lex B. Morris of Haskell for outstanding work as a salesman in 1928.

### Issue Over Evidence

Hinkle was holder of a policy insuring his life, payable to his estate upon receipt of due proof of death. Appellant denied liability. The company alleged that he had committed suicide, and relied upon a suicide clause in the policy. Held that the certificate signed by the personal representative of his estate, named as beneficiary in the policy, was competent evidence and should have been received. Likewise the statements of the doctor and undertaker, although not parties to the litigation, were admissible, since they constitute part of the proofs of death submitted to the company and were in effect adopted by the parties as their own admissions. The admission of the parties is not conclusive as to the manner of insured's death, but if unexplained and uncontradicted it would be sufficient to authorize a directed verdict for defendant. Judgment for insured's estate reversed. *Inter-Southern Life vs. Hinkle's Admr. et al.* Ct. of Appeals of Ky.

### Richmond Case Compromised

Claims of James S. Mitchell of Richmond, Va., against the Mutual Life of New York and the Equitable Life of the same city have been compromised. As a consequence, suits brought by these two companies for cancellation of policies issued to him last April before he lost both his hands in a street car accident will not be pressed further. The



companies contended that he deliberately threw himself under the car. He had \$11,000 in the Mutual and \$10,000 in the Equitable, the policies carrying disability benefits. Had he received the full benefits, he would ultimately have got \$220 a month from the Mutual. From the Equitable he would have received \$100 a month. This company's policy did not carry increasing benefits as did the Mutual Life's. Mr. Mitchell took out a \$10,000 policy in each company a week or so before the accident. He was already carrying \$1,000 in the Mutual but had the disability benefit added to this policy when he took out the larger one. Mr. Mitchell was formerly an agent at Richmond for the Connecticut General Life.

#### District Managers Meet

District managers for the Southland Life met in Dallas, Tex., for a two days conference with W. E. Talbot, agency manager, and other officials. They discussed the plans for the year and talked of the agency roundup which was postponed because of the epidemic of influenza which is sweeping the state and nation.

#### Opens New Houston Agency

The Insurance Service Agency has been opened in the West building, Houston, Tex., by A. D. Schwarz. Mr.

Schwarz will represent the Northwestern National Life and will give especial attention to trust service. The Insurance Service Agency will likewise handle all lines of insurance, including casualty and fire. Mr. Schwarz is well known in Houston, having been a resident there for 20 years.

#### New Houston Aid Association

The Texas Standard Life has been chartered and offices opened at 403-4 First National Bank building, Houston, Tex. It is a local mutual aid company that will issue policies for \$5,000 to members between the ages of 10 and 55. W. A. McElroy is president of the new firm; T. K. McElroy vice-president and attorney; George G. Cooke secretary-treasurer and general manager.

#### Revoke Agent's License

The Oklahoma insurance board has revoked the license of William D. Hooper, formerly special agent for the Mid-Continental Life. The action was taken because of violations of the insurance rules.

#### New Company Chartered

The Union Life of Tulsa, Okla., has been chartered with \$50,000 capital by O. E. Upp, J. A. Waldrep, F. C. Thompson and Dr. W. H. Case, all of Tulsa.

## PACIFIC COAST AND MOUNTAIN FIELD

### COMPANY SHOWED INCREASE

#### California State Life Closed The Year With An Excellent Record of Accomplishment

The California State Life announces that its total paid for business last year was \$14,358,977, increase \$1,239,753 or 14 percent. The net gain through normal field production in addition to the purchase of the Inter-Mountain Life brought the total insurance in force to \$100,692,920. The net gain due to normal field production was nearly \$7,000,000. The December business amounted to \$1,558,000. Robert E. Watson of San Francisco led the agency staff last year. He paid for \$534,425. Sam W. Carothers of Dallas was next with \$415,000. L. A. Dennis of Red Bluff, Cal., Mead W. Harlan of Fresno, Cal., W. H. Wraith of Berkeley, Cal., and L. C. White of Amarillo, Tex., are among the leaders.

The mortality report for 1928 shows that 16.5 percent of the total deaths resulted from accidental or violent causes. This is exclusive of two deaths by suicide and two by heat prostration. Twenty policies on lives lost through accident carried the double indemnity clause. The second largest group of deaths in 1928 were those caused by pneumonia, influenza-pneumonia and influenza. There were 24 such deaths, equivalent to 14.5 percent of the total, and one-half the number died in the last 45 days of the year. Ten percent of the total deaths in 1928 were of policyholders to whom insurance had been issued less than one year.

#### Honor Williams at Luncheon

F. J. Williams, who went to the Pacific Coast several months ago to succeed Ernest H. Wilkes as vice-president of the Metropolitan Life, was honored by a luncheon Jan. 14 attended by general agents and managers of San Francisco, who were guests of DeLancey Lewis, manager of the Pacific Mutual.

#### Portland Agency Convention

The Portland, Ore., agency of the Mutual Life of New York, which was opened there some 23 years ago under Agency Manager A. B. Katz held an interesting and instructive two-day session, which was attended by some 70

representatives from various parts of the state.

For the second year the leader in production was Joseph P. Mulder. John H. Young, manager of the Hood River district, was the leader in percentage of quota for 1928. Short talks were made by both of these outstanding producers and by W. K. Hood, agency organizer. A short history of the organization for the year was given by Manager Katz.

#### Pacific Coast Actuaries Organize

With Gordon Thomson, vice-president of the West Coast Life, as president, the organization of the Actuarial Club of Pacific States has been formally completed. Other officers are A. G. Hann, actuary of the Pacific Mutual Life, vice-president; Marcus Gunn, actuary Western States Life, secretary-treasurer. The executive committee is composed of Francis M. Hope, actuary Occidental Life, and B. N. Coates, consulting actuary of San Francisco.

## ACCIDENT AND HEALTH

### INFLUENZA LOSSES RUN HIGH

Value of Waiting Period Emphasized as Four and Five Day Claims Pour in

PHILADELPHIA, Jan. 16.—The value of the waiting period in health insurance policies is being borne home very painfully these days to health underwriters.

The so-called influenza epidemic is beginning to make itself very evident in the claims and the loss ratios for December and thus far of January are running, in practically every instance, just exactly 100 percent over the same period of the previous year.

The companies frankly admit that, were it not for their waiting period policies, the loss ratio would be running still higher. Those companies writing industrial health business and which charge 100 percent additional for a policy minus the one-week waiting period, find that most of their business was written without the waiting period and that the losses in the industrial line are just as heavy as in the commercial business. The recent statement of the United

Are You

## MAKING MONEY?

Greatest Opportunity is with that Company in an expanding mood, with experienced leadership, progressive policy and competent Home Office assistance. Liberal direct Home Office contracts which give you all you earn. Here is a Company with over \$100,000,000 insurance in force and approximately \$15,000,000 admitted assets, presenting splendid opportunities to industrious men of good character in the nine Western States entered.

For full information write

J. ROY KRUSE, President

## CALIFORNIA STATE LIFE Insurance Company

SACRAMENTO

CALIFORNIA



Stephen M. Babbitt  
President

HUTCHINSON, KANSAS

## A PURELY MUTUAL COMPANY!

If You Have Knocked the "T" Out of "Can't"

WE CAN GIVE

1. You a liberal first year commission.
2. An unexcelled renewal commission.
3. Your beneficiary a renewal pension.



## A PROPHET SEES THE FUTURE PROFIT

The donkey who spent his days on a treadmill had this to console him on his endless grind—he was sure to eat regularly.

Even if he could be sure to eat his fill every day, which he isn't, the sub-agent finds little consolation in his treadmill existence. His human mind requires future provision assured beyond doubt.

### The General Agent Creates Future Wealth for Himself

Are you ready to graduate into the general agent class? If so, we offer you the chance to build your own business—a handsome current income and ever-increasing security for your own future.

Name Your Choice of Territory in the States of Texas, Oklahoma, Arkansas, Louisiana, and Write Us in Strict Confidence.

## LOUISIANA STATE LIFE Insurance Company

HOME OFFICE  
SHREVEPORT, LA.

## Security—

¶ When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

### The Mutual Benefit Life Insurance Co. Newark, N. J.

Organized 1845

## OPPORTUNITY!

Desirable Territory Open for General Agencies.  
Liberal Contracts.

### THE CAPITOL LIFE Insurance Company DENVER, COLORADO

States surgeon general that this is a "psychic influenza" epidemic—meaning that many people suffering simply from old-fashioned colds or plain grippe talk themselves into believing that they have influenza—is borne out in the experience of the companies.

The one bright feature for health underwriters in the present situation is the fact that this is not an influenza epidemic but solely an abnormal prevalence of colds. The records of the companies show that the period of illness is very short, the length of the claims running from three to 10 days with the average claim being around four or five days. Underwriters compare this experience with that of the last influenza epidemic when the average claim was for a period of from two to five weeks.

#### All Sections Affected

The cold, or grippe, epidemic does not seem confined to any particular section of the country, the companies declaring that the claims are rolling in from all parts with all sections showing about the same average.

Company officials do not look for any immediate relief in the situation. Claim notices are usually sent in about two weeks after the disability period and, with reports that the epidemic is still in full swing, they look for the heavy loss ratio to continue for at least a month, if not longer.

#### DELOGED WITH CLAIMS

Western companies writing health insurance are still being deluged with claims due to influenza and other respiratory diseases. The procession is still on, although it has been halted in some of the sections where the epidemic first started. Claim departments are overwhelmed with work and many clerks are kept at the offices at night keeping up the records.

#### Conference Dates June 4-6

The annual meeting of the Health & Accident Underwriters Conference will be held at the Edgewater Beach hotel, Chicago, June 4-6.

For many years the annual meetings of the conference have been held in September, but in view of the decision made at the last meeting to hold but one meeting a year, it is believed that a June meeting will be more convenient for the members generally, will be better suited for the entertainment and, in the absence of a mid-winter meeting, the logical time to get together.

George F. Manzelmann of the North

American Accident, chairman of the program committee, and Ted M. Simmons of the Pan-American Life, chairman of the entertainment committee, are both at work on plans for the coming meeting and have promised to excel the program and entertainment offered at the meeting in Chicago last September.

#### Monarch Opens New Claim Office

A claim office known as the midwestern claim department has been opened by the Monarch Accident at A-2109 Insurance Exchange, Chicago. Previously the Monarch claim work in Chicago was in charge of Owen G. Flynt, who has gone to the company's home office since the establishment of the larger claim department.

#### Chiropractor, Osteopath Won't Do

SAN FRANCISCO, Jan. 16—In an opinion given to Commissioner Detrick, Attorney-General Webb has ruled that where an accident and health policy provides for attention by a regularly licensed physician, the service of a chiropractor or osteopath will not suffice.

#### Partnership to Represent Inter-Ocean

The partnership of Harroll & Haendel has been formed to represent the Inter-Ocean Casualty in the southern Ohio district, with office in the Lowe building, Dayton, O. C. F. Harroll was formerly state manager for Ohio, and Adolph Haendel for Indiana. Both men are widely known in the health and accident field.

#### Empire L. & A. Agents Banqueted

W. C. Monroe, manager of the Madison (Ind.) district of the Empire Life & Accident of Indianapolis, entertained members of the district staff with a banquet in honor of the promotion of E. A. Rutherford of Madison from agent to assistant manager. Mr. Rutherford has been with the company since 1918.

It was announced that the district had been enlarged to take in Rushville and Shelbyville, Ind., and is composed of 238 cities and towns in the southeastern part of the state.

J. H. Weyer, general manager of the commercial department at the home office, was the principal speaker. Company representatives from Rushville, Franklin, Shelbyville, Columbus, Seymour, North Vernon and Madison attended.

#### Accident Notes

The Associated Life of California wrote \$248,180 in accident and health premiums in 1918.

The Central Health of Omaha, Neb., has been licensed in Michigan. The Central Health is operated by the same interests as the Woodmen Accident.

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

#### NO LIMIT ON GOOD RISKS

Security Mutual of Binghamton Liberalizes Provisions—Offers Free Health Surveys and Examinations

The Security Mutual Life of Binghamton, has announced that there is no limit to the amount of insurance it will consider if a case is first-class, physically, financially and morally; that it offers increased automatic reinsurance limits, and will give free health surveys and urine examinations upon payment of the second premium under any of its policies.

The following are announced by Security Mutual as the amounts of business which will be authorized by automatic reinsurance: 15 to 17 years, \$10,000; 18 to 20, \$15,000; 21 to 30, \$50,000; 31 to 35, \$37,500; 36 to 60, \$25,000; and 61 to 63, \$10,000. Limits on female lives remain as before. Disability and double indemnity are to

be issued only up to \$25,000, while waiver of premium only will be issued on any reasonable amount.

In connection with its announcement regarding free health surveys, it was stated that the standing of any of its policies, or future applications for insurance will not be affected, nor be used to prove or disprove claims under any policy.

#### TRAVELERS' REVISED RATES

Rates Given On New Term Expectancy Policy Which Was Announced Last Week

Last week THE NATIONAL UNDERWRITER published the announcement of the Travelers' new rate book. The new term expectancy contract was explained, as were the disability changes. The Travelers has made a slight revision in rates. On the ordinary life contract,

#### NEW

Ohio N  
Com

One  
made f  
line of  
Nation  
includes  
\$5,000  
ments

Divid  
in the c  
20-paym  
of the  
receive  
and yet  
expecte  
dend for  
10th, \$  
making  
The 20-  
will be



there is a slight decrease below 45, and an increase above that age. On the 20-year endowment, there is a slight increase below 38 and a slight reduction above. On the 20-pay life there is an increase below 45 and above 50. On the life expectancy, there is a slight increase below 40. On the 30-year endowment, the increase is from 25 to 45. On the 10-pay life there is a slight reduction below 55. On the 15-pay life, there is a slight reduction below 55, and an increase above. On the 10-year endowment there is a slight increase from 40 to 50 and a decrease below 40, and in the 15-year endowment, there is a decrease below ages 58, and an increase above. The revised premiums and the rates for the new term expectancy contract follow:

## Rates Per \$1,000

Age	Term Expectancy	Ord. Life	20- Pay.	30- Pay.	Life Expectancy	30- Pay.
16...	11.95	11.95	11.95	11.95	11.95	11.95
17...	12.19	12.19	12.19	12.19	12.19	12.19
18...	12.45	12.45	12.45	12.45	12.45	12.45
19...	12.72	12.72	12.72	12.72	12.72	12.72
20...	13.01	13.01	13.01	13.01	13.01	13.01
21...	13.32	13.32	13.32	13.32	13.32	13.32
22...	13.64	13.64	13.64	13.64	13.64	13.64
23...	13.99	13.99	13.99	13.99	13.99	13.99
24...	14.35	14.35	14.35	14.35	14.35	14.35
25...	14.72	14.72	14.72	14.72	14.72	14.72
26...	15.11	15.11	15.11	15.11	15.11	15.11
27...	15.51	15.51	15.51	15.51	15.51	15.51
28...	15.92	15.92	15.92	15.92	15.92	15.92
29...	16.33	16.33	16.33	16.33	16.33	16.33
30...	16.75	16.75	16.75	16.75	16.75	16.75
31...	17.18	17.18	17.18	17.18	17.18	17.18
32...	17.62	17.62	17.62	17.62	17.62	17.62
33...	18.07	18.07	18.07	18.07	18.07	18.07
34...	18.53	18.53	18.53	18.53	18.53	18.53
35...	19.00	19.00	19.00	19.00	19.00	19.00
36...	19.48	19.48	19.48	19.48	19.48	19.48
37...	19.97	19.97	19.97	19.97	19.97	19.97
38...	20.47	20.47	20.47	20.47	20.47	20.47
39...	20.98	20.98	20.98	20.98	20.98	20.98
40...	21.50	21.50	21.50	21.50	21.50	21.50
41...	22.03	22.03	22.03	22.03	22.03	22.03
42...	22.57	22.57	22.57	22.57	22.57	22.57
43...	23.12	23.12	23.12	23.12	23.12	23.12
44...	23.68	23.68	23.68	23.68	23.68	23.68
45...	24.25	24.25	24.25	24.25	24.25	24.25
46...	24.83	24.83	24.83	24.83	24.83	24.83
47...	25.42	25.42	25.42	25.42	25.42	25.42
48...	26.02	26.02	26.02	26.02	26.02	26.02
49...	26.63	26.63	26.63	26.63	26.63	26.63
50...	27.25	27.25	27.25	27.25	27.25	27.25
51...	27.88	27.88	27.88	27.88	27.88	27.88
52...	28.52	28.52	28.52	28.52	28.52	28.52
53...	29.17	29.17	29.17	29.17	29.17	29.17
54...	29.83	29.83	29.83	29.83	29.83	29.83
55...	30.50	30.50	30.50	30.50	30.50	30.50
56...	31.18	31.18	31.18	31.18	31.18	31.18
57...	31.87	31.87	31.87	31.87	31.87	31.87
58...	32.57	32.57	32.57	32.57	32.57	32.57
59...	33.28	33.28	33.28	33.28	33.28	33.28
60...	34.00	34.00	34.00	34.00	34.00	34.00
61...	34.73	34.73	34.73	34.73	34.73	34.73
62...	35.47	35.47	35.47	35.47	35.47	35.47
63...	36.22	36.22	36.22	36.22	36.22	36.22
64...	36.98	36.98	36.98	36.98	36.98	36.98
65...	37.75	37.75	37.75	37.75	37.75	37.75

## Rates Per \$1,000

Age	10- Pay.	15- Pay.	10- Yr.	15- Yr.
10...	8.55	8.55	8.55	8.55
15...	8.64	8.64	8.64	8.64
20...	8.75	8.75	8.75	8.75
25...	8.87	8.87	8.87	8.87
30...	8.99	8.99	8.99	8.99
35...	9.15	9.15	9.15	9.15
40...	9.31	9.31	9.31	9.31
45...	9.47	9.47	9.47	9.47
50...	9.63	9.63	9.63	9.63
55...	9.79	9.79	9.79	9.79
60...	9.95	9.95	9.95	9.95
65...	10.11	10.11	10.11	10.11

## NEW LINE OF POLICIES OUT

## Ohio National Life Issues Participating Contracts—Make Changes in Reserve Basis

One of the notable announcements made for 1929 is the adoption of a full line of participating policies by the Ohio National Life of Cincinnati. This line includes an ordinary and 20-payment life \$5,000 contract in addition to endowments at 85.

Dividends are on the annual basis and in the case of the special whole life and 20-payment life, begin with the payment of the second premium. Other forms receive dividends at the end of the second year. From present earnings it is expected that the first whole life dividend for age 35 will be \$4.17; 5th \$5.00; 10th, \$5.76; 15th, \$7.05; 20th, \$8.59; making a total of \$122.36 for 20 years. The 20-payment life dividend for age 35 will be 1st, \$4.51; 5th, \$5.73; 10th, \$7.13;

15th, \$9.28; 20th, 11.83 making a total of \$154.13 for 20 years.

Another change announced by this company is a change in reserve basis for the whole life non-participating plan. This plan has been valued on the select and ultimate basis and is now changed to full preliminary term reserve. This is accompanied by a slight increase in premium.

The Ohio National was incorporated in 1909 and is operating in 16 states of the middle west.

The new rates on the principal policies are shown below:

## Rates Per \$1,000

Age	Ord. Life	Participating		Non-Par. Spec.
		*20 End. 20 Pay.	20 End. 20 Pay.	
12...	13.76	22.63	13.79	22.66
13...	14.00	22.93	14.05	22.98
14...	14.27	23.25	14.31	23.29
15...	14.54	23.59	14.58	23.63
16...	14.82	23.93	14.87	23.97
17...	15.13	24.29	15.17	24.34
18...	15.44	24.66	15.49	24.71
19...	15.77	25.05	15.82	25.11
20...	16.11	25.46	16.17	25.51
21...	16.47	25.87	16.53	25.93
22...	16.86	26.30	16.92	26.37
23...	17.26	26.76	17.32	26.82
24...	17.67	27.23	17.74	27.30
25...	18.11	27.71	18.18	27.78
26...	18.57	28.22	18.65	28.29
27...	19.06	28.75	19.14	28.82
28...	19.57	29.29	19.66	29.37
29...	20.11	29.86	20.21	29.94
30...	20.69	30.44	20.78	30.54
31...	21.28	31.06	21.39	31.16
32...	21.91	31.71	22.02	31.80
33...	22.58	32.37	22.70	32.48
34...	23.29	33.08	23.41	33.18
35...	24.04	33.80	24.17	33.91
36...	24.83	34.56	24.98	34.68
37...	25.67	35.37	25.82	35.49
38...	26.56	36.20	26.72	36.33
39...	27.50	37.08	27.67	37.21
40...	28.50	37.99	28.69	38.13
41...	29.55	38.96	29.76	39.10
42...	30.69	39.98	30.91	40.13
43...	31.88	41.06	32.13	41.22
44...	33.17	42.19	33.43	42.35
45...	34.53	43.40	34.81	43.57
46...	35.98	44.66	36.28	44.85
47...	37.52	46.00	37.86	46.20
48...	39.17	47.44	39.55	47.64
49...	40.93	48.95	41.34	49.18
50...	42.81	50.57	43.25	50.80
51...	44.80	52.29	45.29	52.52
52...	46.93	54.11	47.48	54.37
53...	49.21	56.05	49.81	56.34
54...	51.63	58.14	52.30	58.44
55...	54.22	60.37	54.97	60.69
56...	57.19	62.97	58.02	63.31
57...	60.35	65.77	61.29	66.13
58...	63.76	68.77	64.82	69.17
59...	67.40	72.01	68.61	72.44
60...	71.30	75.49	72.70	75.97
61...	75.52	79.33	77.23	79.93
62...	80.27	83.60	82.11	84.18
63...	85.26	88.16	87.40	88.80
64...	90.63	93.10	93.17	93.81
65...	96.40	98.47	.....	98.60

\*Not issued less than \$5,000.

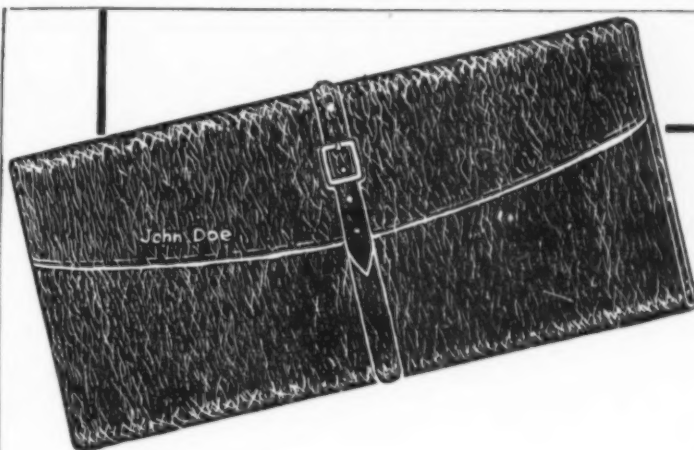
\*Not issued less than \$2,500.

## TO INCREASE ITS DIVIDEND

## Report Has It That the Sun Life of Canada Will Add to Refund

It is understood that at the meeting of the Sun Life of Montreal in February, a new scale of dividends will be announced which will be an increase over the 1928 scale. The agents have felt that there would be no increase this year, but indications now point to lower net cost. It is also stated that the maturity dividends to policyholders who have been with the company 10 years or more will be paid. If the Sun Life takes this action, it will be the ninth consecutive increase in policyholders' dividends.

The Sun Life, in addition to its regular sources for profit, is able under its favorable investment to make large earnings. In this respect it has a big advantage over United States' companies because the Canadian laws are much more liberal in permitting their companies to own common stock. Some time ago the Sun Life showed an average return of 6.75 percent on invested assets. It made a lot of money out of American Telephone & Telegraph Company stocks, it being the largest stockholder in that company. The company holds \$12,000,000 of this stock. Other common stocks owned are the Standard Oil, New York Telephone & Telephone, Public Service Company of New Jersey, United Fruit, United Shoe Ma-



## Builders of Business

## An Investment in Wallets Will Pay Big Dividends

If you have not used Kaufmann System Security Holders you have a pleasant surprise awaiting you. For Kaufmann wallets will help you build business just as it is building business for hundreds of others.

The Kaufmann Wallet is the best leather container on the market designed to provide a place for insurance policies, bonds and other valuable papers.

Until you have used it to deliver those extra policies you have not made use of the biggest dollar for dollar life insurance business builder on the market today.

The standard size is \$2.25 and the large size, \$3.15. Quantity rate gladly furnished on application. Other wallets from 65c to \$5.00.

## E. L. KAUFMANN

Room 700, Austin Bldg.

111 W. Jackson Blvd. &

Chicago, Ill.

Telephone Wabash 3933



## Go Into Business with Us on the PARTNERSHIP BASIS

## Life Health Accident STANDARD SUB-STANDARD SUPER-STANDARD

OHIO - INDIANA - MICHIGAN - KENTUCKY - PENNSYLVANIA  
WEST VIRGINIA - TEXAS - OKLAHOMA - CALIFORNIA - ILLINOIS - IOWA

Tell it all in first letter

## THE OHIO STATE LIFE INSURANCE COMPANY—Columbus, Ohio

## We Write All Standard Forms of Participating and Non-Participating Insurance Contracts and in Addition the Following SPECIALS

1. Ordinary Life Special \$5,000.
2. Personal Life Monthly Income for Rejected Risks.
3. The Best and Most Liberal Sub-Standard Facilities.
4. Children's Educational Policies age 1 day to 18 years.
5. Up-to-date Health and Accident Policies.

We welcome to our Ranks only serious-minded men of character and integrity—men who are intent upon success—and to whom we offer exceptionally liberal and profitable contracts.

Very desirable territory open in

OHIO — INDIANA — KENTUCKY — TENNESSEE

Address S. M. CROSS, President

COLUMBIA LIFE INSURANCE COMPANY  
Cincinnati, Ohio

# Rockford Life Has A Message for You

President F.L. BROWN  
ROCKFORD LIFE INSURANCE CO.  
ROCKFORD, ILLINOIS

DEAR SIR:— SEND ME THE MESSAGE

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

IT CONCERNS  
GENERAL  
AGENCIES

A STRONG, PROGRESSIVE COMPANY  
offering liberal contracts to producers  
in Nebraska, Colorado, South Dakota,  
Iowa, Missouri, Kansas and Texas.

## NORTHWESTERN LIFE INSURANCE COMPANY

G. STORZ, President

OMAHA, NEBRASKA

## FORTY-FOUR PER CENT ON POLICY HOLDERS

The Bankers Life Company established two records in October, 1928, "Policy Holders' Month."

The paid-for production of \$17,708,649 was the greatest October total, and the second greatest total for any month, in the Company's history.

More than 44 per cent of the October production was written on Bankers Life policy holders—another Onward March record.

## BANKERS LIFE COMPANY

The Onward March Company

GERARD S. NOLLEN, President

Established 1879

DES MOINES, IOWA

## THE UNITED STATES LIFE INSURANCE COMPANY

In the City of New York

Organized 1850

Non-Participating Policies Only

Over 72 Years of Service to Policyholders

Good territory for personal producers, under direct contract

HOME OFFICE: 105-107 Fifth Avenue, New York City

chinery, General Electric, Commonwealth Edison and a number of other public utility and industrial issues that have appreciated greatly in value. Stock dividends and the accumulation of market rights have been a fruitful source of revenue.

### Franklin Life

The Franklin Life issued a new rate book the first of the year. The premium rates for policies issued with disability A, which is waiver of premium, and disability B, which is waiver of premium and monthly income, have been increased. There has been a reduction in premium rates for policies issued without disability benefits on the preferred risk ordinary life plan for ages 36 to 58, inclusive. The minimum policy issued by the company on various plans are for preferred risk ordinary life, \$5,000; ordinary life graded premium, \$3,000; joint life, \$2,000; term, \$2,000; and all other plans, \$1,000.

### North American Life

The North American Life of Chicago has put out two new policies, one being an old age retirement contract, an endowment at age 65. The other is a 20-year endowment with a guaranteed premium reduction feature.

### Illinois Life

The Illinois Life announces its present practice as to disability benefits for women as follows:

Married women under age 17, no benefits excepting those of straight life insurance; ages 17 to 50, waiver of premium only, double indemnity only or a combination of premium waiver and double indemnity; ages 50 to 60, straight life benefits only.

Single, self-supporting women: Ages 17 to 50, waiver of premium only; waiver and income disability benefits; double indemnity only; waiver and double indemnity; double indemnity, waiver and income disability. Under the last of the five plans in this category, the maximum of coverage is \$10,000 and the maximum monthly benefit is \$100.

On joint life policies only double indemnity for women will be granted, and the amount of the double indemnity is limited to \$10,000.

### Great Northern Life

The Great Northern Life calls attention to the fact that in connection with the Travelers' announcement of its life expectancy policy, the former company has been issuing a contract identical with this since June of last year. The Great Northern states that this has become one of its most popular policies. The life expectancy term policy covers the period of one's life expectancy and can be converted at any time prior to five years before the term of policy expires to any life or endowment policy.

The general provisions are the same as the ordinary life policy. The Great Northern states that the premiums on its life expectancy policy are about two-thirds of the ordinary life premiums. One of the advantages of this policy over the usual forms of term insurance is that there is a much longer period during which it may be converted to a permanent form.

### Sun Life of Canada

The Sun Life of Canada has announced that in 1929 it will distribute, in addition to the regular dividends to participating policyholders, a special bonus on maturing participating policies, computed as follows: "On policies ten years in force, maturing by death or (on 'reserve dividends' policies) by the expiry of the reserve dividend period, a bonus of 10 percent of the reserve, increasing yearly to 15 percent on policies in force 20 years or longer; on endowments, at maturity a bonus of 10 percent of the face value of policies ten years in force, increasing yearly to 15 percent on policies in force 20 years or longer."

### Sun Life of Canada

The Sun Life of Canada has inaugurated the principle of allowing a special bonus on maturing participating policies. This is announced by T. B. Macaulay, president. This bonus is in addition to, and independent of, the usual annual profit distribution, the scale for which, for the ninth consecutive year, will again be increased. The basis for the payment of the bonus in 1929 is as follows:

"On policies ten years in force, maturing by death or (on reserve dividend policies) by the expiry of the reserve dividend period, a bonus of 10 percent of the reserve, increasing yearly to 15 percent on policies in force twenty years or longer; on endowments, at maturity, a bonus of 10 percent of the face value of policies 10 years in force, increasing yearly to 15 percent on policies in force 20 years or longer."

### National Life, U. S. A.

The National Life, U. S. A., has issued a new juvenile endowment at age 21 policy. This is the first policy to be written by the National Life below age 15. The new policy will be written on children from one day to nine years. The death benefit is graduated up to the fifth year, thereafter the full benefit is paid. A clause providing for waiver of premiums on death or the permanent disability of the purchaser is offered at a slight additional premium. Rates on the new policy follow:

Rates Per \$1,000					
Age	Prem.	Age	Prem.	Age	Prem.
Less than 6 mos.	\$39.12	3.....	\$46.38	7.....	\$59.99
1.....	41.40	4.....	49.12	8.....	65.07
2.....	43.87	5.....	52.21	9.....	71.11
		6.....	55.74		

## WITH INDUSTRIAL MEN

### NEWS OF THE PRUDENTIAL

#### Beginning of the Year Brought a Number of Promotions of Agents to Assistant Superintendents

Superintendents Peter Larkin of Maspeth, L. I.; Michael J. O'Brien of Flushing, and Herman Shabselowitz of Brooklyn No. 4 of the Prudential finished first, second and third in maintaining the lowest percentage of industrial net lapse in Division B at the close of 1928.

Agent J. A. Walsh of New Haven, Conn., has assumed charge of an assistant superintendency in the same district.

Agent T. F. Butter of Albany, N. Y., has been promoted to an assistant superintendency at Cohoes, N. Y.

Agent G. F. MacLachlan of Hartford, Conn., has taken over his new duties as assistant superintendent at South Manchester, Conn.

Recent promotions to the position of assistant superintendent in Division N included Agents Irvin N. Cooper of New Orleans, George J. Bory, Jr., of Baltimore No. 4, and Scott E. Simmons of Atlanta.

Agent Richard P. Stevens of the Sioux City district, has been appointed assistant

superintendent in the same district. Agent Daniel W. Hake was recently appointed assistant superintendent of the Duluth district.

Agent Harry S. Hafer of the Reading, Pa., district has discontinued active service with the company. December 30 saw the completion of 25 years' service by Mr. Hafer.

### CHANGES BY JOHN HANCOCK

#### Number of Promotions Are Announced Involving Men in the Field Who Are Worthy

The following have been promoted from agents to assistant superintendents in the districts of their service: Joseph A. Grayson, Detroit 2; Frederick R. Struble, Columbus, O.; James C. Sharp, Fitchburg, Mass.; Walter Gruhler, Akron, O.; Arthur J. Lamothe, East St. Louis; Michael J. Mahoney, Minneapolis, Minn.; Frank Smith, Los Angeles 1; Leon Drzewiecki, Detroit 1; Walter L. Winkle, New York 1; James T. Donlan, Framingham; Joseph J. Slawatycki, Buffalo 1; Earle E. LeRoy, Gary, Ind.; Samuel Bodinger, Long Island City; George H. Sweeney, North Adams; Anthony



Bekarczyk, Pittsburgh 3; Cyril A. Trethewey, Chicago 3; John E. Boyd, Lancaster, Pa.; John M. Caffrey, Cleveland 2; Herman W. Klelnow, Detroit 1.

Agents promoted and transferred are: Andrew P. Cogan from Roxbury to New London, Conn.; Ubaldo J. Bandoni from Roxbury to Taunton, Mass.; Frank J. D. Surprenant, Jr., from Woonsocket to New London, Conn.; John H. Block from Roxbury to Taunton, Mass.

Assistant Herman Gronsbell is transferred from New York 1 to Woodhaven, L. I.

Other changes are: Joseph J. Gaffney, from assistant cashier at Philadelphia 3 to cashier at Germantown, Pa. George A. Wirtensohn, from training cashier to cashier at Minneapolis, Minn. Hans O. Clasen, from cashier at Minneapolis W. P. to cashier at St. Paul ordinary agency. Ralph T. Johnson, from assistant cashier to cashier at Worcester, Mass. Romulus L. Desrosiers, from cashier at Worcester W. P. to cashier at Worcester ordinary agency.

#### Western & Southern News

The following agents have been promoted by the Western & Southern Life to assistant superintendents: C. C. Fellows, Erie; E. Waggoner, Fostoria; R. Kopp, Newport; R. Cline, Ravenna, O.; W. McVicker, Aurora; H. Stephenson, Lexington; J. O'Donnell, Pittsburgh East; D. Shaffer, Charleston; S. Kalich, Cleveland-Edgewater, and A. Hudson, Portsmouth.

Assistant Superintendent G. W. Winter of the Charleston, W. Va., office of the Western & Southern Life, died recently.

When the Cincinnati North district held its annual meeting and banquet there were present about 130 guests, including the ladies, and 11 speakers.

After many years of successful experience as agent and assistant, James G. Norman, former assistant at Toledo South, has been appointed superintendent at Jackson, Mich. E. O. Young,

formerly an assistant at Dayton, O., is now superintendent of the Hamilton district.

The Western & Southern announces that the following agents have been promoted to assistant superintendents: J. F. Dixon, Dayton North; O. B. Shotwell, Detroit East; E. Coffman, Nelsonville, O., and D. Thacker, Vincennes.

#### Division Managers Transferred

Division Manager W. R. Perry of the Prudential has been transferred from division H to division F. W. H. Bettner is transferred from division F to division L. T. H. Linder, Jr., is transferred from division L to division H.

#### Prudential Leaders

Assistant Managers T. D. Miller and V. F. Pennell of the group insurance department of the Prudential have been promoted to managers of their respective regions.

The superintendent leaders of the Prudential in proportionate increase last year were L. Goldstein, New York 9; J. Baker, New York 10; M. R. Jones, Los Angeles 4; H. I. Myers, New York 15; D. A. Mason, New York 1; G. G. Speicher, New York 1; D. F. McGillicuddy, New York 7; W. A. Tyler, Detroit 3; T. F. Grady, New York 6; H. Shabshelowitz, Brooklyn 4.

#### Life of Virginia Plan

The Life Insurance Company of Virginia announced this week that it has decided to double indemnity on industrial policies effective as of Jan. 1. The provision will cover all ages from 11 to 70. The company does not do business in New York and therefore is not held to the minimum age of 15 as are the Prudential and other companies which had already decided to give industrial policyholders this extra benefit in the event of accidental death, and which do operate in New York.

is a lot of satisfaction in knowing that dad always believed in carrying lots of life insurance."

"And," continued Mr. Coffin, "I can imagine her husband saying, 'Yes, your father always did have a square head.' But, maybe, he wouldn't say that."

Director of Public Safety Schofield, who was to have spoken at the meeting, was unable to attend because of illness.

**San Francisco**—Feb. 19 has been set as the date for the joint annual sales congress of the San Francisco and East Bay associations. It is planned to hold an afternoon and evening session with a banquet. Roger B. Hull, managing director of the National Association, who will be in San Francisco at that time, is to be one of the principal speakers.

Karl L. Brackett, supervisor of the John Hancock Mutual Life, is chairman in charge of the event.

**Philadelphia**—An "identity-hidden" agent of New York, whose average yearly production is \$500,000, will be the speaker at the luncheon-meeting of the friendly conference of general agents, superintendents and managers of the Philadelphia association, Jan. 24. His topic will be "What the Agent Expects of His Manager."

**Rhode Island**—The Rhode Island association met last week at Providence and heard Prof. J. P. Adams of the economics department of Brown University and an accountant connected with a Providence manufacturing concern, speak on the relation of thrift to economic progress.

The next meeting of the association is planned for Feb. 14, at which time Claude E. Vorhees of the legal department of the Connecticut General Life will discuss "Professional Underwriter or Policy Peddler?"

**North Dakota**—John A. Risk, Fargo, state manager of the North American Life, was elected president of the North Dakota association at the annual state meeting in Fargo, Jan. 12. Mr. Risk succeeds George F. Sheldon, manager of the Union Central Life. Other officers elected are D. M. Wade, Fargo, Aetna Life, vice-president, and R. A. Trubey, Fargo, Guardian Life, who was renamed secretary-treasurer.

The election of officers followed a dinner and program. Sixty-five insurance men from about 20 cities in North Dakota were present at the meeting. Speakers on the program included C. C. Hoskin, superintendent of agents for the Provident Life, Bismarck, and W. F. Grantges, agency director, Northwestern National Life, Minneapolis. D. M. Wade, Fargo, general agent, Aetna Life, reported the annual meeting of the National association, Detroit, last year; M. N. Hatcher, Fargo, manager of the Great West Life, spoke on "Financial Surveys."

**Hartford**—Nelson Case Taintor of Thompson & Taintor, general agents for the Connecticut Mutual Life, was elected president of the Hartford association at the meeting Jan. 11. A graduate of Yale University, Mr. Taintor has been associated with the Connecticut Mutual since 1909.

Other officers elected were: Vice-presidents, U. Hayden Brockway, Travelers, and Hugh T. Bass, Connecticut General; national councillor, George L. Hunt, New England Mutual Life; secretary-treasurer, Ralph M. Lowry, Connecticut Mutual Life; directors, Nelson C. Taintor, Hugh T. Bass, J. V. Aldridge, Henry S. Griswold, Theodore W. Smith, U. Hayden Brockway, George L. Hunt, C. Gilbert Shepard and Paul M. Larned.

The Hartford association held its annual luncheon Monday, having as speaker Roger B. Hull of the National association, and with members of the Springfield (Mass.) association as special guests.

**Chicago**—John W. Yates of Detroit, general agent of the Massachusetts Mutual Life, is scheduled to address the Jan. 18 meeting of the Chicago association on "A Program of Life." Mr. Yates has demonstrated remarkable ability in the personal production and agency building fields. The meeting will be held in the ballroom of the Hotel La Salle. Mr. Yates will speak following the luncheon.

**Ottawa, Ont.**—W. Dalton of the Mutual Life of Canada was elected president of

the Ottawa association for the coming year at the annual meeting. Other officers elected were Vice-president, Wilfred Winters; secretary, D. R. Gourley; treasurer, John Murray; executive committee members, E. P. Hunter, F. D. Smith and A. Clark.

In relinquishing the chair, Captain Fisher reviewed the progress of the past year and spoke in support of the Rockwell Congress to be held in Ottawa Jan. 17-19.

**Boston**—James S. Munro, for the past two years an agent connected with the Boston office of the Sun Life of Canada, has been appointed executive secretary of the Boston association, succeeding Lawrence D. Kimball, resigned. Mr. Munro takes charge of the association's office on Devonshire street immediately.

Willis J. Blackwell, associate general agent of the Penn Mutual in New York City, will be the speaker at the meeting Jan. 18, and will take for his subject, "Work." Mr. Blackwell approaches the subject from a new and interesting angle. There is nothing cut and dried or statistical about his speech.

**St. Paul**—The first meeting of the year of St. Paul association was held last week. An address by Dr. George Van Arsdall of the Equitable Life of New York and a motion picture dealing with life insurance were the features of the program. Hugo Victor, the newly elected president, presided.

**Oakland, Cal.**—In preparation for an intensive campaign to be waged by the East Bay association in conjunction with the banks in the Oakland district during Thrift Week, a joint meeting of trust company and banking officials and life underwriters was held Jan. 10. More than 350 attended the dinner, which was marked by talks on thrift, life insurance, making of wills and the creation of life insurance trusts. A novel demonstration of the arranging of a life insurance trust in its entirety was given. A feature of the program was the prize winning talk by M. V. Ringgold of the Connecticut Mutual on "Thrift Through Life Insurance." Mr. Ringgold was winner in the recent contest waged by the East Bay association for the best short talk on thrift and life insurance.

Vining T. Fisher, associate general agent of the Connecticut Mutual and president of the East Bay association, acted as general chairman. Ralph T. Fisher, vice-president of the American Trust, was chairman of the banking and trust group.

**Waterloo, Ia.**—The Waterloo association held its first meeting of the new year last week and heard a talk by Ray Short on "The Outlook for 1929." At the meeting arrangements were also made for a membership contest, with the captains to be Earl White and Ray Short. The contest will be in progress for two months, at the end of which time the losing side will treat the winners.

**Davenport, Ia.**—More than 100 members of the Davenport association and guests heard Claris Adams, general counsel for the American Life Convention, speak last week on "Possibilities of Life Insurance." The address emphasized the need of insurance in every walk of life.

"The attorney and the life insurance man should work hand in hand in the matter of individual wills and cooperation or company insurance," he said. "When the life insurance man sells a policy to protect the estate or to form the basis for a person's estate, he should consult the lawyer. Conversely, when the lawyer is drawing partnership or corporate papers and wishes to insure the permanency of the business he should consult the life underwriter."

Mr. Adams was introduced by Lee J. Dougherty, vice-president and general manager of the Guaranty Life of Davenport. Karl E. Madden, president of the Davenport association, presided.

**Buffalo, N. Y.**—R. B. Coolidge, assistant general agent of the Aetna Life at Cleveland, will speak before the Buffalo association at a luncheon Friday. His subject will be "Practical Selling Methods."

**Marshalltown, Ia.**—The Marshalltown association, organized last September, held its annual meeting last week and reelected the temporary officers for the coming year, as follows: M. C. Sweney, New England Mutual Life, president;

## NEWS OF LOCAL ASSOCIATIONS

### WILL OBSERVE THRIFT WEEK

**Southwest Texas Association Holds Monthly Luncheon—Luck Should Not Be Considered**

The Southwest Texas Life Underwriters Association held its regular monthly noon luncheon meeting last week at San Antonio. President H. V. Weise of the Bankers Life presided.

Fifty-one underwriters listened to a very interesting talk on "Life Insurance" by Judge John Boyle, one of Texas' most prominent attorneys and political leaders.

The two most outstanding points of Judge Boyle's talk were the need of business insurance and the protecting of life insurance proceeds either by monthly income insurance or insurance trusts. He emphasized the fact that "luck" was not to be considered in a life underwriter's success. A man was "lucky" only in having the ambition and ability to succeed.

#### Hull to Speak

David O. Johnson of the Minnesota Mutual read some interesting current news items. Mr. Johnson referred to the growth of southwest Texas association and the cordial spirit of cooperation and helpfulness existing in San Antonio among underwriters.

Harry O. St. John, president of the Texas association, announced plans for observing life insurance day during thrift week and seven speakers were selected from members to appear before luncheon clubs during thrift week.

Five applications for new membership were received.

Roger B. Hull of the National association will speak at the regular February meeting, and plans were discussed for giving Mr. Hull a rousing reception.

**Fort Dodge, Ia.**—At last week's meeting of the Fort Dodge association, G. A. Swanson was installed as president for the coming year and F. L. Murphy was installed as secretary.

### SPEAKS AT TWO MEETINGS

**Vincent Coffin Says Low Pressure Methods Are Supplanting High Pressure Selling Talk**

Vincent Coffin, educational director of the Penn Mutual Life, last week qualified as a marathon speaker when, two days after he addressed the New York Association of Life Underwriters, he spoke before the January meeting of the Philadelphia association. His address, virtually the same at both sessions, had as its keynote the fact that low pressure methods in the sale of life insurance are supplanting the high pressure method.

He declared that "I get a kick out of paying my life insurance premium and I get a kick out of life insurance." And he went on to tell his hearers that by having the prospect use his imagination and by the use of the low pressure method, they could have the same thing happen in the mind of the prospect.

#### Covers Each Purchase

He told of how he made a small stock purchase several days ago and then took out additional life insurance to cover that purchase.

"And I thought of Raskob," he said, "of how he had said that he had always taken out life insurance every time he bought stock and had always made money on the deal. And it gave me a big kick."

Then he cited another case of the low pressure method. He was, he stated, letting his imagination have full play. His daughter is four years old, but he was imagining that she was grown-up and married. He and his wife, both much older, were visiting her. And he was over-hearing her telling her husband:

"John, it's pretty bad for your cousin having to give money each week to the support of his mother. There's one consolation we have—if dad should pass on, we wouldn't have to help support mother. We haven't very much now and there

Walter T. Scott, Penn Mutual Life, vice-president; John A. Small, Union Central Life, secretary; N. L. Merchon, Connecticut Mutual Life, treasurer; H. M. Ellis, Metropolitan Life, member of the executive committee.

**Richmond, Va.**—The monthly meeting of the Richmond association will be held Jan. 22. Roger B. Hull, managing director of the National association, will address the meeting at this time in the interest of the membership campaign which has just been launched. Ordinarily the meetings of the Richmond association are held the second Friday in each month. This month, the meeting was postponed on account of the approaching visit of Mr. Hull.

**Rochester, N. Y.**—William H. Beers of Beers & DeLong, general agents of the Mutual Benefit Life in New York City, addressed the Rochester association this

week. Mr. Beers was formerly manager at Rochester for the Mutual Benefit.

**Cleveland**—New officers of the Cleveland Life Underwriters were installed at the annual meeting Jan. 11. The principal speaker of the occasion was Roger B. Hull, managing director and general counsel of the National association.

The new officers are: Vernon Kroehle, Mutual Benefit Life, president; E. R. Ferguson, Mutual of New York, first vice-president; Walter E. Baker, Penn Mutual, second vice-president; Fred A. Welner, Equitable of New York, treasurer.

**New York City**—Dr. S. S. Huebner will be speaker at next regular dinner meeting of life underwriters association of New York February 5, Hotel Astor. The meeting will be "policyholders night" and the subject "Life Insurance, a Financial Program for Family and Business."

## Presides at Section 97 Hearing

(CONTINUED FROM PAGE 3)

posed changes, was that of the Mutual Life of New York. Vice-President G. K. Sargeant urged a more thorough study of the amendments from the practical standpoint, to ascertain more clearly their application. He took the position that changes could be made to improve conditions without entirely destroying the present law. "There has been too much laboratory study of this proposal," he said, "and not enough study of its practical application. Nothing should be done to violently disturb the present situation without finding out if these changes are justified."

### Majority Favor Law

Mr. Sargeant added that he was curious to know how the reduction of rates would affect agencies and the selling force, saying that he felt his views were more based on that than otherwise would be expected from a company executive.

That the law would be beneficial and bring prospective order out of chaos was the consensus of opinion of most companies represented, while others gave no reasons other than that they favored the changes.

The small nonparticipating company was the object of consideration of the larger companies when views were given. It was they that were to benefit most should the changes be made. A small company can neither be launched nor exist under the present law, one speaker said.

### Myrick Explains Stand

Julian S. Myrick, president and chairman of the special committee of the New York State Life Underwriters' Association, was then called upon by Mr. Conway, the latter for a moment questioning Mr. Myrick as though he were the star witness in a criminal case. Mr. Myrick admitted that certain questions must be referred to those of his committee more apt to handle them, and then proceeded to address Mr. Conway.

Mr. Myrick explained that the New York state association not only represented the life underwriters in New York, but indirectly the life underwriters in all other states of the Union, representing the 48 companies licensed to do business in New York. He went on to explain the functions of the life associations, explaining that one of these functions was to scrutinize carefully any legislation which may affect the interests of the men in the field, and consequently the structure of the business. He added that it was the whole-hearted desire of the association to cooperate with companies and insurance departments wherever it was felt that it was for the good of the business as a whole.

### Direct Effect Upon Agents

"We underwriters have a very great vested interest in both time and money, which can be vitally affected by changes in legislation that alter the standards

under which the business is conducted," he said.

That legislation has a very direct effect upon the soliciting agents' means of gaining a livelihood, was pointed out by Mr. Myrick. The general agents and managers not only have an interest in the soliciting agents but, in addition, a very large financial investment.

"You will recognize, therefore, that we agents have a very direct financial interest in any questions that affect the sale of life insurance."

### Evolved by Actuaries

Mr. Myrick called attention to the fact that the proposed law had been evolved by actuaries, adding that this department of the business does not deal with the selling end, and maintained that the proposed changes which may vitally affect the sales forces and the departments heading them, should not be made without inclusion of practical agency representatives as counsels in the matter. The latter could give very valuable information in this particular instance, he said.

He added that there is a vast difference between theory and practice, and modifications of the former are often necessary after being put into practice, and the agent would bear the brunt of the practice. "We are the people who must operate under these laws and we want to know what the practice is going to be."

### Armstrong Law Brought Difficulties

Mr. Myrick then reviewed the difficulties through which agents had to pass following the adoption of the Armstrong laws, that of disorganization and necessary rebuilding, and after years, becoming adjusted to the laws found them to work well and progressed under them. He quoted Senator Armstrong, who addressed the association in Utica in 1927, who said the law has worked better than expected, due to belief in and respect for them.

That it had been pointed out to his committee that the proposed changes were for the purpose of correcting abuses and curbing the growing tendency toward extravagance by certain companies, Mr. Myrick said that they had found that these abuses were confined to a very few companies, representing an extremely small percentage of the total business done, and that the companies were living well within their expense margins, that they had been ever increasing their business without increasing their expense ratios and at the same time were reducing the cost of insurance to the public. Mr. Myrick characterized this as a healthy picture not to be tampered with.

### Woodward Takes Floor

Arthur P. Woodward, general agent for the Connecticut General and member of the underwriters' committee, then took the floor, saying that if gross

premiums are generally reduced, the whole standard of compensation to agents is automatically reduced. This is the admitted expectation of the department, he said, and it therefore follows that those underwriters who have invested time and money in organization work must receive a smaller return on their commitment than they expected when the investment was undertaken.

### Cost Steadily Declined

He continued in part: "Since the adoption of the Armstrong law there has been comparatively little change in gross premium rates. In spite of the seeming anomaly, the cost of insurance to the public has steadily declined. The explanation is that 'net cost' and not gross premiums has determined what the public paid. If 22 years of past experience are a guide to the future, it can be ascertained that there is no relation between company gross premiums and the cost to the policyholders. While gross premiums may have been an important factor in determining what the public pays, it has been a negligible one as compared with other factors entering into cost of insurance, and probably will remain so. This pertains to participating companies, non-participating companies operating differently, and it is admitted they require a different standard in judging their operations."

### Quotes Armstrong Committee

"There has been little said about reduction—that would have been too palpable an invitation to opposition; instead, much less has been said about more adequate control of expense for the purpose of curing abuses."

At this point Mr. Woodward reiterated the often quoted Armstrong committee, the substance of which was that it was inadvisable for the legislature to manage the insurance business, but instead economically administer it, not prescribing details, permitting freedom of management subject to general regulations and complete publicity.

The total expense of companies doing business in New York state is approximately 70 percent of the maximum amount, fluctuating between 67.3 and 75.5 in the years between 1909 and 1926.

### Difference in Companies

"Is this extravagance?" Mr. Woodward asked. "Does this support a charge that the business is developing tendencies which, if not checked, will jeopardize the public welfare?"

"It seems to us that the difference in theory and practice between participating and nonparticipating life insurance companies requires some amendment to the law, as does the extension of protection against sickness and accident in the form of disability provisions and double indemnity. If it is advisable to make it easier to organize new mutual life companies, the underwriters are interested only to the extent of seeing that the same measure of safety is required of the new company as is required of existing companies," said Mr. Woodward. He concluded by urging Mr. Conway to appoint a new committee to study these problems and to frame legislation that will serve the institution of life insurance as a whole and not a small portion of it at the expense of other portions of it.

### Laws Being Evaded

Henry Moir, president of the United States Life, and one of the few present to have sat in on the Armstrong investigation, said that the high standard agents are reputed to have in regard to ethical conduct is decreasing as rebating and twisting increase. The laws are being evaded, he said.

Unable to attend, Vice-President Charles Hommeyer, Union Central Life, wrote that his company favored proposed amendments because the developments in life insurance business during the past two decades, made advisable these changes, in order to more adequately fit present day conditions. "Because back of any correlation be-

tween 'acquisition costs' and 'total expenses' under Section 97, leaves a wide loophole for evasion, amounting to a practical nullification of this important section. Certainly it would be wise to correct this situation before grosser abuses occur, rather than to follow the proverbial practice of locking the barn door after the horse is stolen. Because no convincing objection has been presented that would offset the advantage of considerations named, the plea to 'let well enough alone' indicates an unwillingness to face the facts. Furthermore, we are convinced that amendments will not affect adversely companies or their agency forces that are at present operating both within the letter and spirit of Section 97."

### Underwriters' Fears Unfounded

Mr. Hommeyer thinks the underwriters' position unfortunate and is convinced their fears are unfounded and argument seems fallacious. He says it indicates lack of confidence in attitude of the company or their ability to cope with the situation, but it also savors of a reactionary spirit out of harmony with the social and economic trends of the day.

After splitting of hairs and correcting misunderstandings and painstaking efforts of both sides to clarify their respective stands, Mr. Conway abruptly brought the hearing to a close.

## EDWARD A. WOODS COMPANY MAKES UNUSUAL RECORD

The new year found 334,201 policyholders covered by \$619,559,339 of Equitable protection on the books of the Edward A. Woods Company, Pittsburgh general agent of the Equitable of New York. Of this \$72,347,720 was placed during the past year. Much of this insurance will pay double for accidental death and in event of disability, a monthly income, with premiums cancelled.

The Edward A. Woods Company has in force in its territory more insurance than all but 21 of the 264 life insurance companies operating in the United States.

William M. Duff, president of the Woods organization, reports that the year's business represents a 12 percent gain, and that the agency will aim for \$100,000,000 in new paid business.

## GREAT-WEST MANAGERS DISCUSS MANY PROBLEMS

The Great-West Life's managers association gathered in Ottawa, Can., last week for its annual conference. Executives assembled from the nine provinces of Canada and Michigan, Illinois, Minnesota and Dakota.

C. C. Ferguson, general manager, opened the conference. Other head office officials in attendance were A. D. G. Morgan, assistant general manager, and M. H. Bingeman, agency secretary.

Chairmen of the various meetings were C. A. Butler of Montreal, eastern superintendent; F. P. Haydon of Winnipeg, superintendent of Central division and C. P. McQueen of Calgary, advisory supervisor of the western division.

Business planning and the problems of managers associations and life underwriters associations were discussed. Special methods of procedure peculiar to a vast life insurance business were analyzed by the delegates.

A talk on the subject of the "Manager's Job" was the feature of the session, in which H. G. Kenagy of the Life Insurance Sales Research Bureau inspired the managers who were present with a graphic and forceful outline of his duties. "Business by Towns," "Advertising and Pamphlets" and other kindred topics were spoken on and fully discussed. The reading of reports showed that the company had enjoyed an exceptionally profitable year and that each branch had done more than its quota of business.



## HOME OFFICE AGENCY SETS NOTABLE RECORD

### PHOENIX MUTUAL'S SHOWING

Starting from Scratch Six Years Ago,  
D. Gordon Hunter Now Has  
\$19,500,000 in Force

The home office agency of the Phoenix Mutual Life, starting from scratch six years ago, now shows approximately \$19,500,000 of life insurance in force, including over \$5,000,000 of new paid insurance added in 1928.

The agency was opened in 1922 under the management of Col. D. Gordon Hunter, at that time the educational director of the company. For three years Colonel Hunter combined his sales training activities with the task of developing and supervising an agency force. As the volume of business increased, it became necessary for him to relinquish his educational work and devote his entire time to the duties of active agency management. From its small beginning with only two men beside the manager, the agency has grown until it now comprises 26 full time representatives. Successive goals of \$1,000,000 for the first year, \$2,000,000 for the second, \$3,000,000 for the third, \$4,000,000 for the fourth, \$4,500,000 for the fifth and \$5,000,000 for the sixth were selected, each man devoting his best efforts to helping the agency reach them.

Colonel Hunter, in a recent comment upon this achievement, said, "There is really nothing remarkable in the development of our agency's business. It has been a normal, healthy growth, due chiefly to organization and to the fact that all our men have been thoroughly trained in the principles of life insurance as well as the company's policies. This has proved a real factor in enabling the agency to enjoy both a relatively low lapse rate and a low expense of turnover in man power."

### Double Indemnity Case

Action upon policy of life insurance containing provision for double indemnity in the event that the "death of the insured resulted directly and independently of all other causes from bodily injury effected solely through external violent and accidental cause." Insured died July 7, 1925, when his automobile left the road and ran over the steep bank of a canal. The insurance company admitted liability for the face of the policy but contested the accidental nature of the injury, alleging that the death of insured was self-inflicted, or the result of suicide. Plaintiff introduced evidence tending to prove purely accidental cause of injury and evidence was introduced on behalf of defendant below, tending to prove motive for suicide. There were no eye witnesses. The case went to the jury and resulted in verdict and judgment for amount of the double indemnity. Held that the charge that where the evidence leaves it doubtful whether death was caused by accident or suicide the burden shifts to defendant to prove self-destruction, was not erroneous. Judgment affirmed. New York Life Ins. Co. v. Ross. U. S. C. C. A. 6th Cir. (Tenn.)

### Goes With American Provident

Hilary B. Council, formerly of the Equitable Life agency, of Seattle, has accepted an appointment as field supervisor for the American Provident Life of Houston, Texas. Mr. Council will supervise southeastern Texas for this company.

### Ontario Equitable Appointment

The Ontario Equitable Life & Accident of Waterloo, Ont., announces the appointment of E. C. Armstrong as assistant actuary.

## COMMISSIONERS MOVE UP DUNHAM AND WYSONG

### NEW LINEUP IN CONVENTION

C. E. Lee and C. D. Livingston Given  
Places on Executive  
Committee

Announcement was made this week by Col. Joseph Button of Virginia, secretary of the National Convention of Insurance Commissioners, that the executive committee of that body has elevated Commissioner Howard P. Dunham of Connecticut from second vice-president to first vice-president, succeeding James A. Beha of New York, who resigned recently as commissioner for that state. Clarence C. Wysong of Indiana becomes second vice-president. Clare E. Lee of Oregon was elected to the executive committee to fill the vacancy caused by the promotion of Commissioner Wysong, who now becomes ex-officio member of the committee. C. D. Livingston of Michigan goes on the executive committee succeeding W. C. Safford, Ohio commissioner, who resigned that office Dec. 15.

### Franklin Life Appointments

E. N. Fisher has been appointed general agent of the Franklin Life at Princeton, Ill., to succeed the late O. B. Harrauff. George H. Essex of Knoxville, Ill., formerly under Mr. Harrauff, has been appointed general agent in charge of Knox, Fulton, McDonough and Warren counties. Eli H. Austin and Melvin H. Austin, operating under the firm name of Austin & Austin, have been appointed general agents of the Franklin at Oklahoma City.

### Agents Set Production Records

Forty-eight agents of the Missouri State Life, who last year won "Won-A-Week Club" membership by writing and paying for at least one policy each week for the entire year, have kept up the record for another year and now each has a mark of 104 weeks' unbroken run in production.

In 1927, 62 agents won "Won-A-Week Club" awards for one year continuous weekly production, but 14 failed to repeat.

### Johnson Cincinnati Equitable Director

Clyde P. Johnson, vice-president of the Western & Southern Life, has been appointed a director of the Cincinnati Equitable Fire, to fill the vacancy caused by the death of John D. Sage, president of the Union Central Life. The Cincinnati Equitable Fire celebrates its 103rd anniversary this year.

### Loans Nearly 100 Million

New York Life in 1928 made 3,735 separate mortgage loan investments amounting to \$99,962,522 and accommodating 13,128 families, it was announced this week. These loans were distributed throughout 246 cities within 41 states and Canada. The total outstanding mortgage loan investments are now 29,607 loans for \$533,420,660.



## — 86% Insured —

A recent survey under the direction of a committee appointed by the Life Insurance Sales Research Bureau, shows that 86% of the male population of the United States carry \$1,000 or more life insurance.

Your new insurance must come from the 14% uninsured and from additional insurance on the 86% who carry insurance.

With juvenile and substandard policies for the uninsured, and plans and policies for program insurance for the insured, The Ohio National Life Insurance Company is especially equipped to help agents solve these new underwriting problems.

For information write

## The Ohio National Life Insurance Company

T. W. Appleby  
President

Cincinnati, Ohio

E. E. Kirkpatrick  
Sup't of Agencies

## 86 Years of Life Insurance Ideals and Service!

An ideal became a reality when, on February 1st, 1843, "THE MUTUAL LIFE OF NEW YORK" issued its first policy. The business of life insurance on the mutual plan started in America then and there.

Priority in its field is not the Company's claim to greatness—age in itself is no great distinction. THE MUTUAL LIFE began with high ideals of business conduct, which still prevail. It aims at quality and to be highly honorable in all its dealings.

In its relations with policyholders and their representatives THE MUTUAL LIFE has an outstanding record.

Those who contemplate life insurance soliciting as a career are invited to apply to

## The Mutual Life Insurance Co. of New York

DAVID F. HOUSTON  
President

34 NASSAU STREET

GEORGE K. SARGENT  
2nd Vice-President and Manager of Agencies  
NEW YORK, N. Y.

### BIG OPPORTUNITIES WITH

## GREAT REPUBLIC LIFE INSURANCE COMPANY

of LOS ANGELES, CAL.

This Company has General Agency openings in Texas, Oklahoma, Arkansas, Missouri, Kansas, New Mexico, Arizona and California. Liberal first year and renewal commissions, together with exceptional line of policies and other attractive inducements offered to capable men of high character and records of successful experience who would be interested in building a profitable future with a progressive Western company. For full information address

W. H. SAVAGE, Vice-President

Great Republic Life Building, 756 So. Spring Street  
Los Angeles, California

## REJUVENATED Under New Management

The oldest and strongest Life, Health and Accident Company in the Northwest has increased its business by agency development over 50 percent during the past eight months.

Excellent openings still available in Minnesota, Wisconsin, North Dakota and South Dakota.

Net Life rates; Non-forfeitable renewals. A better Health and Accident contract.

## NORTH AMERICAN LIFE AND CASUALTY COMPANY

T. O. Berge, President

706-10 Plymouth Bldg., Minneapolis

P. G. Erickson, Secretary

## GREATEST HOURS OF OPPORTUNITY SEEN

### PEOPLE NEED INSURANCE

Mutual Life Agents in Argyle Brown's Territory Listen to Inspiring Talk at South Bend

"Life insurance men of today are living in the greatest hours of opportunity the business has ever seen." That was the declaration of Mansur B. Oakes of Indianapolis, head of the Insurance Research & Review Service, in an address before the salesmen of the South Bend agency of the Mutual Life of New York. "Every time an airplane goes up, it adds to the underwriter's opportunity. The man on the ground watching that plane thinks of travel and when man thinks of travel he always thinks of whether or not he will return."

#### Society at Standstill

"The life insurance business exists only because society cannot get along without it. Three and a half centuries ago before there was life insurance, the economic life of society was at a standstill. To save itself from stagnation society evolved life insurance. It was something civilization demanded. Three hundred and fifty years ago the man who had no life insurance was no worse off than his neighbors. But today the man who is underinsured is just three hundred and fifty years behind his times."

"To sell life insurance the underwriter

must realize that people are just folks. They have the same hopes and aspirations, the same obstacles in life to meet that you do. When you learn to translate life insurance into specific means to specific ends, then your work in selling life insurance will become that much easier, and your own satisfaction will be the greater."

Mr. Oakes was followed by Samuel S. Herwitz of the Mutual Life agency in Cincinnati, who spoke on "Covering Illustrative Cases," citing some of his experiences in selling over \$1,000,000 of insurance yearly. Mr. Herwitz illustrated his points with charts and graphs, which he had used in his work.

#### Manager Brown Presided

The meeting was the first in the history of the South Bend agency since Indiana was redivided and the northern section of the state was made one group with South Bend as the center. Notwithstanding the severity of the weather and influenza epidemic nearly all of the county seats of the northern half of the state were represented at the meeting, which was presided over by Argyle Brown, manager of the agency.

During the afternoon session a telegram from George K. Sargent, vice-president, congratulating the South Bend office on the exceeding of the company's quota for the year was read.

Mr. Oakes spoke at the banquet, his subject being "Life Insurance, the Hope Chest of the Nation."

#### Peoria Life Figures

The Peoria Life last year showed its new paid-for business \$34,143,301, insurance in force \$163,079,210, gain \$14,749,455, assets \$17,200,000, gain \$2,100,000.

Its mortality ratio was 57.3 percent. The percentage of premiums renewed was 87.12. The interest on investments was 16 percent. The quota of new business for new business this year is \$35,000,000.

#### George Graham to Speak

George Graham, vice-president of the Central States Life, of St. Louis, will be the guest of honor and leader of the discussion at the next meeting of the Indianapolis Actuarial Club Jan. 21. The subject will be "Aviation with Reference to Life Insurance."

#### Will Add to Building

The Western & Southern Life expects this year to start its addition to its present home office building in Cincinnati and will expand its territory for active operation. The company now has \$702,814,904 insurance in force. The assets are \$90,701,074, income last year \$29,564,817, capital and surplus \$9,805,581. It has 2,444,916 policyholders.

#### New Great West Life Director

J. C. Gage has been appointed to the board of the Great West Life of Winnipeg, succeeding the late W. H. Cross. Mr. Gage is president of the International Elevator Company, the Consolidated Elevator Company, the Brooks Elevator Company, and also of Gage, Evans, Spencer, investment bankers.

#### Break Contest Record

The Minnesota Mutual Life set a new high mark in December on new business. In observing Randall month in honor of 20 years of service as president by E. W. Randall, the agents

pitched in and wrote \$7,000,000 in new business. This was \$1,000,000 more than the company ever before wrote in a single contest month.

### OHIO APPOINTMENT WILL BE MADE SOON

Seventeen candidates are seeking the position of insurance commissioner of Ohio. Governor-elect Myers Cooper has not made his selection but it is predicted that an announcement will be made within a few days. Two men who have been connected with the work of the department in recent years are among the candidates, Judge C. S. Younger of the attorney general's department, who has handled the legal work of the insurance department, and C. C. Beals, chief examiner in the department. A candidate who is being more prominently mentioned recently is Judge Frank W. Geiger of Springfield.

#### Would Restore Teachers' Fund

A bill designed to restore the law authorizing the teachers' retirement fund was introduced in the Michigan legislature by Senator Herbert J. Rushton of Escanaba. The basis for the fund was removed by a piece of legislative bungling two years ago when the measure was repealed and no substitute passed. The result was rather disastrous for the fund and its beneficiaries as administrators were unable to pay out the benefits and collect the contributions with any actual legal authority behind them.

The Michigan supreme court during the past week ruled the fund without legal status until remedial action by the legislature and Wilber M. Brucker, attorney general, forthwith obtained appointment of Joseph D. Frost, Saginaw, as receiver for the fund pending the legislature's disposition of the situation. An accounting of the fund will also be obtained through a friendly suit brought in Ingham county circuit court. It is said that the fund contains some \$700,000 at the present time.

#### Michigan Old Age Pension Bill

A measure to provide old age pensions at the discretion of the county boards of supervisors was introduced in the Michigan legislature last week.

The bill would allow the supervisors of each county to establish the plan in their jurisdiction at will and to abandon it after a year's trial should they find it impracticable or objectionable from any point of view. The maximum pension under the bill would be \$1 daily, provided the recipient has no other source of income and in case of a partial income, the sum of the pension and the individual's revenue, would not be allowed to exceed the dollar a day.

Minimum age limit for pension petitioners is placed at 70 years under the measure and each applicant would necessarily have been a resident and citizen for at least 15 years.

#### Business in the District

William Montgomery, president of the Aetna Life of Washington, D. C., estimates the new business written in the District of Columbia last year as \$108,394,988, as compared with \$101,660,051 the preceding year. The Acacia Mutual's new business amounted to \$56,000,000 and the insurance in force was increased \$36,000,000 to over \$300,000,000. It added \$5,500,000 to its assets. The amount paid policyholders was \$2,500,000.

#### Metropolitan Convention

The agency convention of the Metropolitan Life starts Jan. 31 and lasts through Feb. 2.

#### Capital to Be Increased

The North American Life of Canada at a recent meeting voted to increase its capital.

## Hotel Directory

### A Personal Invitation



WE are proud that the Hotel Hollenden is known among the fraternity as "Insurance Men's Headquarters in Cleveland."

We appreciate your business fellows and we want all of you to be boosters for us. If we can do anything to make your stay with us more pleasant, just tell us what. We'll do it, if its possible.

Sincerely,  
Theo. De Witt.

In Cleveland-it's The  
**HOLLENDEN**

THEO. DE WITT, Manager  
Superior Avenue at East Sixth St.

THE PARIS OF AMERICA

**NEW ORLEANS' New St. Charles**

One of America's Leading Hotels  
ACCOMMODATING 1000 GUESTS

The famous Hotel St. Charles assures this season's visitors the same warm welcome that has attracted the country's notables for a century. Modernized to keep abreast of the times the beautiful St. Charles is better equipped than ever before to well serve its distinguished patronage.

**ALFRED S. AMER & CO. Ltd.**  
NEW ORLEANS, LA.

Send for descriptive folder Valuation offices for all transportation  
Illustrated Mardi Gras Program for the asking Lines in Lobby

HOME OF WINTER RACING

When in  
Omaha  
**Hotel Conant**  
New—Fireproof  
250 Rooms with Bath  
Rates \$2 to \$3

"Insurance Men's Headquarters"  
LOS ANGELES, CAL.

**Hotel Hayward**  
Sixth and Spring Sts.

Rates from \$2.50 per day with bath

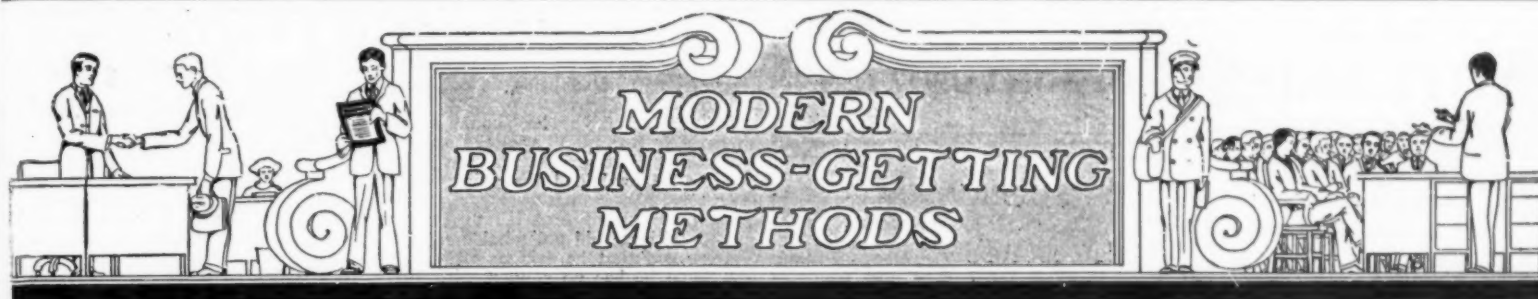
**POPULAR PRICED COFFEE SHOP AND GRILL**  
H. C. FRYMAN, Proprietor

HARRY C. WAGENER  
RUSSELL H. WAGENER  
Managers

**THIS IS IT!**  
A Real Rate Finder and Cancellator  
Shows the percentage of earned premium all worked out. No calculating—simply find the percentage by reading off the arrow from circular columns on a dial.  
Only earned premium under that takes you to the percentage without a single calculation. All that is left to do is apply the percentage to the premium. Accurate within 4 cents on \$100 premium. Any period one day to 3 years. Greatest time-saver ever introduced—absolutely accurate.

**THE DISCOMPUTER**  
\$2.00  
The National Underwriter  
175 Jackson Blvd. Chicago





## Dix Teachenor Tells National Fidelity Agents at Annual Conference "What It Requires to Produce a Million a Year"

THE National Fidelity Life held its annual agency conference in Kansas City last week with a full educational and inspirational program, featuring several outstanding speakers in addition to the officers and agents of the company.

Dix Teachenor, million dollar producer of the Kansas City Life, discussed "What It Requires to Produce a Million a Year." Mr. Teachenor said that the most important thing for the young agent to do is to see an average of six prospects a day.

Dividing agents into two classes—the beginner who has been in the business up to five years, and the adult or mature agent who has been in the business more than five years, Mr. Teachenor said that for the beginner these things are necessary: determination to stick in the business; determination to advance—most agents are too easily satisfied; see six men a day; keep a daily record of his activities; make a daily route sheet.

Reviewing his first years in the busi-

ness Mr. Teachenor said that during his first six months he wrote one application to every 24 interviews and those were usually for \$1,000. During his first year he had 1420 interviews, wrote one application to 18 interviews, averaged 6 interviews a day, and issued \$138,000. Third year: 1306 interviews; one application for every 8 interviews; five interviews a day; \$405,000 issued. Fifth year: 1140 interviews; wrote one out of every 7; 4½ interviews a day; \$752,000 issued. For the last five years he has averaged 850 interviews a year; one to every five interviews; average 4 interviews a day; and issued over \$1,000,000 a year.

### Cultivate Policyholders And Give Them Service

The second stage is the time for building up a clientele, according to Mr. Teachenor. This is the time to begin cultivating one's old policyholders, and giving them unselfish service. Mr. Teachenor said that last year 72 per cent of his business was written on old

policyholders, and the year before 70 per cent.

"One thing that loses the average insurance man more money than anything else is the ignorance of what his company has to offer. If you are not acquainted with all the policies of your company, and what they can be made to do, you are walking off and leaving thousands of dollars. In the second stage you get into the larger cases, and you must also know as much as possible about your man in order to sell him properly."

### Large Amounts Sold On Program Plan

Mr. Teachenor says that life insurance men do not oversell their prospects, they undersell them. In years to come he believes that all life insurance in large amounts will be sold on the program plan. Mr. Teachenor deplored the lack of business sense of many life insurance men, who lack the nerve to ask for money.

In the second stage the insurance man must think more and talk less, according to Mr. Teachenor. "You must give your prospect a chance to talk to you," Mr. Teachenor says. "If you impress a man with your honesty, it is much more effective than coming at him with a barrage of questions." Mr. Teachenor suggested a boss for every

agent—a weekly quota, setting it just a little higher than he thinks he can make.

### Know Everything About Prospect Before Approach

Raymond Havens, president of a Kansas City printing company, spoke from the point of view of an outsider on "The Public—What Does It Think of Us?" Mr. Havens said that the insurance man had the greatest opportunity for service of any business man. However, he stated his belief that proportionately the insurance business has the greatest number of poor salesmen, because too many are in it with the idea only of what they can get out of it. If an insurance man starts to sell with that attitude he is licked before he starts, in Mr. Havens' opinion. Mr. Havens urged the men to know everything about their prospect before they try to sell him, to study his aspirations, his hobbies, his financial and social status. He pointed out that after a policy is sold the responsibility of the agent does not end there.

### Explains Every Provision of Insurance Contract

L. L. Smith spoke on "Aggravating Delays," and R. R. Surface led a discussion on building a general agency,

# THE FEDERAL RESERVE LIFE INSURANCE COMPANY

E. W. MERRITT, Jr., President

Chicago Office:  
3401 Michigan Ave.

Home Office:  
Kansas City, Kansas

Insurance in Force	- - - - -	\$73,000,000.00
Assets	- - - - -	7,000,000.00

## ACTUARIES

### CALIFORNIA

#### COATES & HERFURTH CONSULTING ACTUARIES

Barrett N. Coates 354 Pine St.  
Carl E. Herfurth San Francisco

### ILLINOIS

#### DONALD F. CAMPBELL CONSULTING ACTUARY

189 N. La Salle St.  
Telephone State 7298  
CHICAGO, ILL.

#### HENRY R. CORBETT Actuary

Specializing on Pension Funds  
175 W. Jackson Blvd. CHICAGO

#### L. A. GLOVER & CO.

Consulting Actuaries  
128 North Wells Street, Chicago  
Life Insurance Accountants  
Statisticians

### INDIANA

#### HAIGHT, DAVIS & HAIGHT, Inc. Consulting Actuaries

FRANK J. HAIGHT, President  
INDIANAPOLIS  
Omaha, Kansas City

#### HARRY C. MARVIN Consulting Actuary

2185 North Meridian St.  
INDIANAPOLIS, INDIANA

### IOWA

#### ERSTON L. MARSHALL CONSULTING ACTUARY

Hubbell Building  
DES MOINES, IOWA

### MISSOURI

#### JOHN E. HIGDON ACTUARY

317 Shukert Bldg., Kansas City, Mo.  
1416 Chemical Bldg., St. Louis, Mo.

### NEW YORK

#### Miles M. Dawson & Son

CONSULTING  
ACTUARIES

38 W. 44th St. New York City

#### WOODWARD, FONDIL- LER and RYAN

Consulting Actuaries  
Insurance Accountants  
Richard Fondiller Harwood E. Ryan  
Jonathan G. Sharp  
75 Fulton Street  
New York

### OKLAHOMA

#### T. J. McCOMB COUNSELOR AT LAW

CONSULTING ACTUARY  
Premiums, Reserves, Surrender  
Values, etc., Calculated. Valuations  
and Examinations Made. Policies  
and all Life Insurance Forms Pre-  
pared. The Law of Insurance a  
Specialty.  
Colcord Bldg. OKLAHOMA CITY

## OPPORTUNITIES

#### SUPERVISOR SALARY & COMMISSION FOR

#### CHICAGO BRANCH OFFICE

Must have lived in Chicago for 5 years and must be thoroughly experienced in the life insurance business. This position is worth between \$5,000-\$6,000 the first year and is available immediately.

70-year-old eastern life insurance company. In your reply state fully your experience or no attention will be given. All replies held in strict confidence.

Address H-93, The National Underwriter.

#### AGENCY DEPT. MAN

EXCEPTIONAL OPPORTUNITY. Chicago Life Insurance Company has opening in Home Office for young man, twenty-one to twenty-nine. Home office and agency correspondence experience preferred. Offers splendid future in Agency Department. Address H-96, The National Underwriter.

#### Home Office Superintendent of Agents or City Manager

Two unusual opportunities with strong aggressive mid-western old-line life company now about 14 years old; approximately thirty-five millions of insurance, ample assets and surplus. In city of 500,000 population. Prefer man age 33 to 45, happily married, with some financial resources, and actual experience in supervision. Address at once H-55, The National Underwriter.

#### A REAL OPPORTUNITY AT DAYTON, COLUMBUS AND MANSFIELD, OHIO

Presents itself for a high grade producer and agency builder for the position of Manager. Write fully, in strictest confidence to the Agency Department, The Toledo Travelers Life Insurance Company, Toledo, Ohio.

as a part of the second day's program. A smoker and round table discussion in the evening was conducted by Jack Neil, superintendent of agencies, F. E. Young and President Rice.

"What the Policyholder Should Know About His Insurance," was the subject of a talk by Stanley Watson. Mr. Watson said he explained the policy when he delivered it, going over every provision in the contract. He urged the men to cultivate old policyholders. Mr. Watson said that he seldom calls on a man when he has no contact with him, but when he gets such a man on his prospect list he thinks of some mutual friend and has him see the prospect first so that when he goes he has the proper contact. Recently Mr. Watson sold \$175,000 on two men, the heads of a business concern, and the contact was made and the policies practically sold through two friends of Mr. Watson's who spoke in his behalf, while five other agents who were working on the case did not succeed in selling the men.

Other speakers were C. A. Wilson who discussed "Payroll Deduction," E. J. Knutson, "New Business on Old Policyholders," and J. W. Dickinson, who told of "New Business From Death Claims."

## MINNESOTA MUTUAL MEN IN CONVENTION

(CONTINUED FROM PAGE 5)

David O. Johnson, San Antonio, as second most valuable general agent. He stood second for the year in personal production, besides getting a new general agency into good shape. He is a graduate of the Sam R. Weems general agency at Dallas. Mr. Weems found him behind the counter in a Dallas store. He recognized in him the salesmanship qualifications and started him in life insurance. Later Mr. Weems recommended him for the San Antonio general agency, where in about a year he has made a splendid start.

#### Randall Given a Watch

At the dinner Monday evening Mr. Randall was presented with a platinum watch by the field force in honor of his seventieth birthday which was Jan. 1. On Dec. 1 he completed his twentieth year as head of the Minnesota Mutual. Tuesday afternoon there was a boat ride for those who did not play golf. Tuesday evening there was a dinner for the Randall Club, qualification for which requires unbroken production of \$25,000 a month in the senior rank and \$10,000 in the junior rank with 75 percent renewals.

#### Mutual Life Convention

The annual convention of the \$250,000 Field Club of the Mutual Life of New York will be held in Detroit, May 23-24. President David F. Houston and other officers will be present from the home office.

#### Office Management Reports

The Life Office Management Association has distributed the printed proceedings of the fifth annual meeting. Copy can be obtained by non-members for \$5 by addressing F. L. Rowland, Lincoln National Life, Fort Wayne, Ind.

## O. J. Lacy Did Some Quick Thinking and Much Quicker Acting

ST. PAUL, Jan. 17.—The agency head of a life company often finds himself in a tight place requiring quick thinking and action to extricate himself.

But O. J. Lacy, vice-president of the Minnesota Mutual Life, recently broke all his own records along that line. He was detailed to make arrangements for a large dinner that the company was giving for the honor agents of the company who had assembled in St. Paul en route to Biloxi, Miss., for their mid-winter sales conference.

#### Left Arrangements to His Wife

Mr. Lacy thought it would be a good scheme to let the ladies make the arrangements for this dinner so he requested Mrs. Lacy to take charge and make a good job of it. That is, he thought he told Mrs. Lacy to do so, but unfortunately she misunderstood him.

The dinner was to begin at 6 o'clock the evening of Jan. 11. At 5 o'clock that evening Mr. Lacy was submerged in his bath tub at home when he happened to think about flowers for the tables. He called to Mrs. Lacy to find out if she had taken care of this matter and then discovered for the first time that no arrangements whatever had been made for the dinner.

#### Did Some Quick Thinking

The guests were already beginning to arrive at the Athletic Club; in less than an hour they would all be there and the dinner would have to be served promptly in order that the party could go to a theater later.

In the next 15 minutes Mr. Lacy did some fast work. He had the Athletic Club, the flower shop and the orchestra leader on the telephone at almost the same time. A banquet room had to be cleared, tables set and decorated in less than an hour, but shortly after 6 o'clock the entire party was seated; the music was begun and the serving of the dinner was under way.

#### Ohio State Life Convention

John M. Sarver, president of the Ohio State Life, has selected Jan. 31 and Feb. 1-2 as the dates for the annual agency assembly. The meeting will be held in Columbus and a luncheon and banquet will be given in connection with the business sessions and sales talks. Principal speakers will include Charles J. Rockwell, editor of "Insurance Salesman"; and Russell S. King, manager of the Indianapolis agency of the Union Central Life. There are 11 members in the company's \$200,000 Club and 35 in the \$100,000 Club. Henry Stevens of the Toledo branch was the leading producer of the year.

#### New President for Equity Life

A. S. Sorensen resigned as president and director of the Equity Life of Omaha at the directors' meeting this week. Guy H. Furness, who has been vice-president, was elected president. C. F. Howard was made treasurer and a director, and Paul A. Havens will continue as secretary.

$$\begin{array}{r} 2 \\ + 2 \\ \hline 4 \end{array}$$

## 2 A PROBLEM IN ADDITION

Ideals + Opportunity + Better-than-average-pay + A real future + work you like = Zest + Pep + Joy + Success

for the Agent of THE LINCOLN NATIONAL LIFE INSURANCE COMPANY of Ft. Wayne, Indiana.



## How do you play Insurance?

EVERY now and then, we hear some "man on the street" remark that he is "in the life insurance game now."

WHICH probably means that he doesn't know whether he is going to win or lose, but he is willing to pick up a rate book and give it a whirl.

AND it surely is a *game* if all you have is a rate book.

BUT add to it a generous quantity of Aetna sales helps and Whatley coöperation and you have a life insurance *business*—a good business.

ANY one of our men will tell you that the *business* idea has much greater endurance and is a lot more enjoyable than a short-winded *frolic*.

S. T. W H A T L E Y

General Agent for the  
Aetna Life Insurance Company  
Hartford Connecticut



230 S. Clark St.

Chicago, Ill.

## Recruiting, Training, Supervision

These three in 1928, using proven plans and methods, gave to this Company the largest volume of business, and the greatest percentage of gain, in its history.

In 1929 this process of selecting and creating agency organizers and professional life insurance counsellors will be continued, and additional aids to Agents' success will be supplied to our Field organization.

We have places for men and women, of the right type, who ardently desire success.

Wm. A. Law, President  
Wm. H. Kingsley, Vice President  
Hugh D. Hart, Vice President

**THE  
PENN MUTUAL LIFE  
INSURANCE COMPANY**

INDEPENDENCE SQUARE  
PHILADELPHIA, PA.  
Founded 1847

## DAY-O-GRAM

### Agents and Brokers

have found the Union Central service so good that they have submitted

Seventeen Hundred and Two Applications  
for

Sixteen Million Three Hundred and  
Fifteen Thousand Dollars

on the lives of Chicagoans during the first eight months of this year.

### Why?

Because:

We offer the best of service—  
The most liberal underwriting—  
(Only 3% declined business to date)  
Liberal substandard ratings—  
Low premium rates—  
Big dividends—  
Practically no lapses—

Half of the field man's success depends upon his management.

Get with Chicago's big Agency, backed by twenty years of Chicago's most aggressive and successful leadership, housed in the world's finest Agency quarters and be assured of success.

We shall be glad to have you call or  
communicate with

**Darby A. Day**  
Manager

23rd Floor Bankers Building

Telephone STAt 5203

CHICAGO

The Union Central Life Insurance Co.  
Cincinnati, Ohio



### *Planning the Year's Job*

The annual January conferences are a great occasion with Peoria Life agents. For weeks they have been busy in anticipation of this outstanding event. The first session is the conference of managers at the Home Office, which adjourns only to reconvene in the form of conferences held in every agency, attended by every agent of the Company.

Here Peoria Life Agents acquire encouragement and enthusiasm from a review of the old year. Here they lay the plans which are to be a challenge and a guide to their most effective efforts during the year to come.

Out of the January conferences grows a unified, constructive program. The plans of each individual agent and the objectives of the Company are woven together so that the entire organization moves forward to greater success.

Both the agents and the Company contribute their best thought and experience to the formation of a practical working schedule of the year's work. Every Peoria Life agent has a part in drafting the program; hence he is well acquainted with the common goal and the part that is expected of him in its accomplishment. He faces the future with certainty and enthusiasm, a definite course clearly charted before him, knowing that his Company holds out a helping hand all along the way.

**Peoria Life Insurance Company**  
PEORIA, ILLINOIS